

CHICAGO ACADEMY OF SCIENCES

October 23, 1998

TO: Trustees, Chicago Academy of Sciences

Enclosed are the following materials:

1. Preliminary Agenda for Board of Trustees Meeting Wednesday, October 28th at 4:00pm at the Union League Club, 65 West Jackson Boulevard.
2. Minutes of the June 30, 1998 meeting.
3. Quarterly reports from Education Department, Development and Marketing and Research and Collections.
4. Exhibit Program Progress Report including Exhibit Design and Production Schedule Overview.

CHICAGO ACADEMY OF SCIENCES

The Chicago Academy of Sciences
Draft Agenda
October 28, 1998

1. Call to order
2. Chairman's remarks
3. Report of the Secretary
4. Report of the Education and Exhibits Committee
ACTION ITEM:
4. Report of the Facilities and Administration Committee
 - a. Project status and costs
ACTION ITEM:
 - b. Opening date
5. Report of the Development and Marketing Committee
 - a. Quarterly report
 - b. Opening events
6. Report of the Campaign Cabinet
 - a. Quarterly results
 - b. Kresge Challenge
ACTION ITEM:
7. Report of the Finance Committee
 - a. Quarterly results
 - b. Audit report
 - c. Projected operating budget (second draft) for first year of operations
8. Report of the Research Committee
9. Report of the By-Laws and Legal Committee
10. Report of the Nominating Committee
11. President's report
12. Other business
13. Executive session
14. Adjournment

Upcoming Board dates: **4 pm, Union League Club, October 28, 1998; Noon, at the 2060 Building, January 26, 1999; April 27, 1999; June 29, 1999; October 26, 1999.**

Minutes of the Meeting of the Board of Trustees, Chicago Academy of Sciences, 141st Annual Meeting, June 30, 1998 at 12 noon, 2060 N. Clark Street.

Trustees present: David Voss, Peggy Notebaert, Peter Walker, Rick Maier, Lew Crampton, Laurie Ashcraft, Michael Christ, Thomas Cox, Bill Elliott, Doug Hanslip, Daggett Harvey, Hall Healy, Judy Istock, Al Pick, Harvey Plotnick, Alicia Pond, Lowell Stahl, Richard Williams.

Trustees absent: Kell Benson, Peggy Fossett, Ben Johnson, Ben Lenhardt, Earl Neal, Roger Plummer, Deborah Reguera, Thelma Smith, Robert Wittebort.

Staff present: Paul G. Heltne, Colin R. Silvester, William Haase, Kevin Coffee, Bettie Leslie.

Present by invitation: Bryn Reese, Hud Englehart, Joan Beaubaire, Molly Hansen, Jimmie Alford.

Prior to calling the meeting to order Chairman David Voss announced a gift of \$4 million to the Capital Campaign from Richard Notebaert to honor his wife Peggy on their 30th wedding anniversary. The museum will be named the Peggy Notebaert Nature Museum. The Trustees toasted Mrs. Notebaert with champagne.

Mr. Voss then asked that the memorandum requested by the Executive Committee titled "Projected Cash Flows and Debt Coverage" be distributed and attached to the archival minutes. Mr. Silvester was asked to summarize the memo. He stated that the memo contains two scenarios which depict the extremes of debt retirement based on projections of revenues and expenses, (a) minimum contractual pay down and, (b) accelerated pay down.

In Exhibit A the maintenance of a heavy debt load results in negative cash flows for 3 years with a maximum negative cash flow of <293> in fiscal 2001. In Exhibit B there would be a negative cash flow for only 2 years with a maximum of <188> in fiscal 2001.

The conclusion is that both scenarios demonstrate that the Academy can manage the payment of both principal and interest on the long-term bonds within its existing short-term credit line which at June 30, 1998 stands at \$2.3 million.

Mr. Voss invited the Trustees to ask questions regarding this issue during the Finance Committee reporting period. The Chair announced there would be an executive session following the regular meeting.

David Voss then called the 141 Annual Meeting of the Chicago Academy of Sciences to order and presided as Chair.

Mr. Voss announced that Alicia Pond would be leaving the Board as she had completed nine years of service. He thanked her for all her contributions, both in time and financially. He also announced that Peter Walker would no longer be a Vice Chair of the Board due to business commitment pressures.

Minutes of the 141st annual meeting of the Chicago Academy of Sciences Board of Trustees, June 30, 1998 at 12 noon.

Report of the Secretary - Lewis Crampton

Upon motion made, seconded and passed it was:

RESOLVED: that the Board of Trustees approves the minutes of the meeting of April 28, 1998 as circulated.

Report of the Development and Marketing Committee. Tom Cox

Mr. Cox reported a total of \$440,000 or 92% of the goal for operating support for 97-98 had been attained.

Upon motion made, seconded and passed it was:

RESOLVED: that the Board of Trustees approve the goal of \$600,000 for the Annual Fund for fiscal 1998-99 and commit to achieving this goal.

Mr. Alford and Molly Hansen of the Alford Group reviewed the campaign goals and distributed written materials. The Chair ordered copies to be attached to the archival minutes. Mr. Alford stated he would be reviewing the future role of the Alford Group with the Development and Marketing Committee.

Hud Englehart of KemperLesnikCommunications reviewed the events of the past year and expressed enthusiasm about the progress being made in achieving wider audience recognition of the Nature Museum and its goals. Their focus in the coming months will be on planning for opening events.

Capital Campaign report: Peggy Notebaert

Mrs. Notebaert thanked trustees Lew Crampton and Harvey Plotnick for their increased pledges and Laura Sudler for hosting a cultivation cocktail party. The Butterfly Ball Committee is still growing and six of the members toured the site to get ideas for the Gala. The caterer (George Jewell) and orchestra have been engaged.

Upon motion made, seconded and passed it was:

RESOLVED: that the Board of Trustees approve the goal of \$5,600,000 for the Campaign for the 21st Century for fiscal 1998-99 and commit to achieving this goal.

Minutes of the 141st annual meeting of the Chicago Academy of Sciences Board of Trustees, June 30, 1998 at 12 noon.

Finance Committee Report

Rick Maier reviewed the budget summary (distributed) and noted that operating the new museum will require an addition to the number of staff employed as well as two new managerial positions, i.e., docent coordinator and facility rental coordinator.

Upon motion made, seconded and passed it was:

RESOLVED: that the Board approves the budget for fiscal 1998-99 as recommended by the Finance Committee.

Upon motion made, seconded, and passed it was:

RESOLVED: that the Board of Trustees authorizes the release of the contracts for the fabrication of permanent exhibits for the Nature Museum.

Report of the By-Laws Committee - Hall Healy - no report

Report of the Nominating Committee - Daggett Harvey

Daggett Harvey referred to the ballots circulated June 12 for trustees and officers. Committees and charges were distributed.

Upon motion made, seconded, and passed it was:

RESOLVED: that the Board of Trustees approves the slate of Trustees as presented.

The following Trustees were elected to a term of three years: Michael Christ, Thomas Cox, Doug Hanslip, Ben Lenhardt, Richard Maier, Earl Neal, Harvey Plotnick, Lowell Stahl.

By means of a special resolution (attached to permanent minutes) David Voss was elected for one additional one-year term as a Trustee and Chair of the Board (from June, 1998 until June, 1999.)

Upon motion made, seconded, and passed it was:

RESOLVED: that the Board of Trustees approves the slate of officers as presented. The following Trustees were elected as officers for a term of one year: Chair, David Voss; Vice Chair, Peggy Notebaert; Secretary, Harvey Plotnick; Treasurer, Deborah Reguera.

Minutes of the 141st annual meeting of the Chicago Academy of Sciences Board of Trustees,
June 30, 1998 at 12 noon.

Upon motion made, seconded, and passed it was:

RESOLVED: that the Board of Trustees approves the committee charges,
membership, and chairs as presented.

The Chair ordered a copy of all substantiating documents to be attached to the archival minutes.

Education & Exhibits Committee Report - Alicia Pond

Alicia Pond reported the final draft for the exhibit scripts is now available. Contracts will be let in the near future. Kevin Coffee added that the exhibits would be fabricated in stages and that the Butterfly Haven would receive priority status.

Facilities and Administration Committee Report - Albert Pick

Al Pick referred the Board to the written report in their materials. He stated the building is approximately 75% complete and on schedule. The Chair ordered the distributed report to be attached to the permanent minutes.

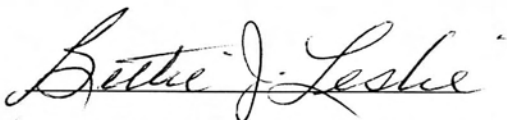
Symposia & Research Committee Report - Laurie Ashcraft

Mrs. Ashcraft referred the Trustees to the minutes of the last meeting of the Symposia and Research Committee in their materials and a press release regarding the recent NSF survey conducted by Dr. Jon Miller. The Chair order a copy of the referenced materials to be attached to the archival minutes. Plans are being made for an ICASL lecture series in the Fall.

President's Report

Written report in Trustee packet. No oral report due to Dr. Heltne having to leave to conduct a site tour with a potential donor.

There being no further business the meeting adjourned to the Executive Session.



Bettie J. Leslie, Asst. Secretary 7-23-98

Exhibition Program Progress Report
to the
Education & Exhibition Committee of the Board of Trustees
October 20, 1998

Overview

Exhibition development, design and production for the six galleries within the Museum and on the surrounding grounds continues. The exhibition script - a working document that describes all aspects of the exhibition program - is currently 350 pages long. The script details how we present and interpret subject matter to our visitors - which is, of course, the foundation of the informal science learning experience.

The completion of work being done by McHugh Construction marks an important nodal point in the schedule for completion of the Museum. Following McHugh's departure from the project site, the mechanical, electrical and plumbing work not in their contract can proceed. The successful completion of that work will enable exhibition installation to proceed.

The grounds around the building are being planted according to the Perkins & Will/ Carol JH Yetkin design for landscape. Much of this planting schedule is now in the ground.

On August 10, a temporary production agreement was made with Design Craftsmen Inc. to begin engineering the built exhibit components. An agreement for production and installation of Butterfly Haven, City Science, Environmental Central, Water Lab and Wilderness Walk was made with Design Craftsmen on September 23.

In the period of time between Design Craftsmen's August 1997 estimate (\$3.714M) and July 1998 (when approval was given by the Board to proceed), costs associated with the fabrication project increased beyond the amount in the \$8M exhibition project budget.

The amount of the current DCI contract is \$3.5M. Engineering drawings are currently underway for this work. A production and installation schedule for DCI's work has set their completion date at the end of August 1999.

The contract with Design Craftsmen does not include production or installation of the Children's Gallery or of the exhibits on the grounds surrounding the Museum. The exterior stonework design will be priced as a separate contract directly with a masonry engineering firm. A contract to produce the Children's Gallery has been postponed pending review of the entire project budget.

Exhibit Design

LH Skolnick Architecture + Design Partnership is essentially complete with their work to design three-dimensional components and the interior architecture of the exhibition galleries. With the initiation of the production agreement with Design Craftsmen, LHSA+DP will enter into coordination and supervisory position to ensure that the design intent is executed.

During the engineering phase of work, LHSA+DP will be working with the Academy to review and approve the working documents for the fabrication project.

In addition, LHSA+DP continues to participate in the review of label copy and media production.

Graphic Design

Interpretive two-dimensional design in the exhibition galleries is being done by Carol Naughton + Associates. CN+A's client list includes the Brookfield Zoo, the Field Museum of Natural History, Adler Planetarium, as well as various corporate clients.

Interpretive graphics include label copy, photographs, illustrations, charts, etc. CN+A is working directly with the Academy to design 2-D displays that will be integrated into the 3-D displays designed by LHSA+DP and built by Design Craftsmen.

This work is being finalized now for City Science, Water Lab and Butterfly Haven. Work will begin in November on interpretive graphics for Wilderness Walk. Following that section, work will begin on Children's Gallery and the outdoor exhibits.

Carol Naughton + Associates has also been retained to design architectural graphics for the Museum building, working directly with Academy staff to develop a room ID system and general directional graphics.

Copy Writing

The storyline of each exhibition is contained in the exhibit script. While much of this storyline is presented through models, interactive demonstrations and other visual 2-D and 3-D elements, the key content points of our exhibits are also communicated through the written word.

The first several drafts of this copy were written by exhibition staff. Final rewrites are being done with the help of Paul Rosenthal, a freelance writer in New York. Paul has worked on other museum projects with LHSA+DP and was recommended to us by them.

Final copy has been released (to CN+A) for Water Lab and City Science. Final revisions are now being made to text for Butterfly Haven and Wilderness Walk. Following that sequence, Paul will be rewriting copy for Children's Gallery and the outdoor exhibits.

Film/Video

The exhibitions underway will include twelve short-subject video productions as display components. These videos range from more lyrical films depicting the ecology of North Pond to narrative productions to explain the environmental consequences of electricity generation.

These videos are being co-produced by the Academy and Duncan Scott Productions. DSP's past credits include the PBS series *Innovation*, as well as productions for WNET-TV, ABC, Greenpeace and the American Museum of Natural History.

Principal photography for all of the videos is in-progress and will continue through the end of the year.

Software Development

The Butterfly Haven interpretive exhibits include a software-based *Electronic Field Guide to Butterflies*. The EFGB will include descriptions of 63 butterflies that are found in

northern Illinois, including text/photo/audio descriptions of the larva and adult, food plants, habitat and geographic range.

The EFGB will include an overview of Lepidoptera anatomy, behavior and ecology; a section covering most-commonly asked questions about butterflies and moths; and a built-in web browser interface to other information resources.

Our intent is to produce editions of EFGB periodically, with updated information and an expanding collection of animal descriptions. The production is being organized so that it can be reproduced on CD-ROM for distribution outside the Museum and so that it will run on MacOS and Windows operating systems.

The EFGB is being co-produced with McAlpin Media Arts, an Oak Park firm whose bio includes work for the Kohl Children's Museum.

Environmental Central

The initial EC program will deal with the environmental, social and economic ramifications of a drought affecting Chicago and the surrounding twelve counties in Illinois, southern Wisconsin and northwestern Indiana.

Developmental work for EC is currently focused on identification and research into the wide range of inputs and outcomes that relate to this scenario. Major content topics include the technical examination of drought, impacts on agriculture, energy generation, industrial production, fishing, aquatic ecosystems, recreation, water pollution, domestic water use, and other areas of inquiry. As these issues are being researched, data and media assets are also being identified and collected.

Developmental work is also focused on the structure and duration of the visitor experience in the forum - including the nature and sequence of program events, the role of the Academy facilitator(s), the length of time that should be considered for the experience, etc.

Video and software development will begin once the essential content issues have been sufficiently resolved.

Sound

Audio presentations are being developed as part of the visitor experience in Wilderness Walk, City Science, Children's Gallery, the Lobby and in Butterfly Haven. This work is being produced by Wild Sanctuary Inc. in Glen Ellen, California.

The principal of Wild Sanctuary is Bernie Krause, PhD, who has amassed some 30000 hours of 'in the wild' recording of animals and other sound. WSI has assembled a collection of digital recordings from this library, and made new recordings, that will be played in the galleries noted above.

These sounds will reside in digital form, be sampled from disk by software routines developed by WSI, and played over multi-channel speaker arrays in the public spaces. Organized in this way, the sound programs will never repeat and multi-channel effects, like the cries of a flock of geese flying across the sky, can be featured.

Audio production is complete, pending final review and approval. The completed recordings and supporting hardware will be delivered to the Nature Museum in the early part of 1999.

Science Advisory Committee

The Exhibition Science Advisory Committee was established in 1997 to provide a forum for technical advice on general thematic issues related to the informal science program.

By the time of the Board meeting, the SAC will have met three times - October 1997, April 1998 and again in October 1998, to hold wide-ranging conversations about the current exhibit plan, related educational programming, and the essential technical issues that are presented in the Nature Museum.

The SAC will continue to meet as necessary to discuss important issues in science as they relate to informal science education at the museum. Transcripts and summary notes from the October 1997 and April 1998 meetings are available.

October 1998

Quarterly Report for Education

Nature

The new semester is underway. We have staff working as science consultants in several elementary schools and in Amundsen High School.

Teacher Workshops - This past summer our staff created a new series of teacher workshops revolving around themes from the local environment. Water Wonders, Tree Detectives, Outdoor Classroom, and Animal Mysteries provided Chicago and suburban teachers with new hands-on activities to try out in their classrooms this fall.

BuGS - The CAS Nature Staff, has received funding from the EPA to help schools in Chicago develop their own butterfly gardens. Six schools will be selected to participate, and they will attend butterfly workshops and public lectures by noted scientists in the field of butterfly husbandry.

Casa Central - We collaborated with Casa Central, a community center in Humboldt Park, Imagination Theater, and Primal Connections, to help students learn about animals and use that information to put on a play for the community. Our staff worked with students over the summer, using playful activities to teach them about animal defense mechanisms and adaptation. Imagination Theater staff helped the children use this knowledge to create a play. Primal Connections showed them how to use musical instruments to incorporate the sounds of animals in their production. The students performed the play in August to a full house of parents and community members.

Girls at the Center - In collaboration with the Girl Scouts of Metropolitan Chicago, the CAS Nature Staff, received a grant from the Franklin Institute to initiate a nation-wide program to promote science learning for girls and their families. Girls at the Center will be a series of year-round events, known as "Discovery Days," where Girl Scouts and their families come to the Academy to participate in science activities. In preparation for the upcoming events, Girls Scout and Academy representatives attended their first collaborative training session in New York.

City Science - With funding from the North American Association for Environmental Education (NAAEE), the Nature Staff has strengthened their partnership with the Girl Scouts of Chicago and the YMCA of Metropolitan Chicago, while at the same time, providing Scout Leaders and YMCA staff with needed training in environmental education. Academy Staff held a series of three workshops at four locations throughout the city, so as to serve the 823 troop leaders and 34 YMCA centers equally. The workshops were developed around the needs of each neighborhood, and thus, the participants from different neighborhoods were trained in different environmental topics.

As a special event, the Nature Staff, in collaboration with the US Department of Environment, invited Girl Scout Troops aboard a research vessel docked at Navy Pier. The crew of the G.W.

areas. For one integrated, hands-on lesson activity, teachers learned about the history of photography, then made pinhole cameras out of cereal boxes and watched traffic on Clark Street travel upside-down!

Mary Riggs Kravchuk, Manager of Science Education, left the Academy in August, two weeks before giving birth to a beautiful baby boy. We are in the process of hiring someone to replace her.

The Web

CAoS Club - www.caosclub.org/caosclub - The Academy's premiere online science service for teachers, CAoS Club, is gearing up for another year of providing live science demonstrations and standards-based science activities to Illinois classrooms. Recently, the Academy was awarded a contract from the Illinois State Board of Education to offer CAoS Club to 500 teachers across Illinois at a 70 percent discount off the standard subscription rate.

The CAoS Club web site continues to expand and currently boasts nearly 200 hands-on science activities for teachers. The site also contains a variety of other resources for teaching science. Live Internet broadcasts happen every Tuesday, Wednesday, and Thursday throughout the school year and feature an interactive chat room where teachers and students can ask questions and have them answered live online. Broadcasts for this school year began on September 8th and teachers and students are tuning in with great enthusiasm. The end of September will mark the 100th live show that the Academy has broadcast online since February 1997. You can check out a live broadcast of CAoS Club every Tuesday at 10:00 AM and 1:00 PM at www.caosclub.org/caosclub.

Last school year CAoS Club reached over 850 classrooms across Illinois with its live science programming. Many teachers have already renewed their subscriptions. Academy staff are busy traveling the state conducting workshops and presentations for teachers to introduce them to the service. Some presentations that staff have conducted for CAoS Club include: the Chicago Tribune Teacher Resource Fair at Navy Pier, the Illinois State Board of Education Technology Meeting in Springfield, the Illinois Superintendents' Conference in Springfield, the Lake County Staff Development Conference at Six Flags Great America, and the Chicago Cultural Center's Spotlight on Chicago event. This fall staff will present CAoS Club at several conferences including: the Illinois State Teachers Association Conference, Illinois Computing Educators Conference, and the Illinois Technology and Education Conference.

News of CAoS Club is expanding beyond Illinois. Recently, the Academy was awarded a grant from Pfizer to bring CAoS Club to a group of schools located near Pfizer's production facility in Terre Haute, Indiana. Teachers from these schools will travel to Chicago for a one-day workshop on using CAoS Club in their classrooms and will receive complimentary one-year subscriptions to the service.

Future expansion of the CAoS Club site includes the development of the CAoS Clubhouse, a web-site for students and parents that features games and activities that make science learning fun. The CAoS Clubhouse will build on the concepts covered during live CAoS Club broadcasts and

Language Academy - 12 teachers; Alcott School - 13 teachers) and Introduction to Windows 95 (Oscar Mayer School - 35 teachers). The Academy plans several professional development workshops for the TILT project in the coming year.

Midewin - The Academy is currently involved in an exciting online project focused on The Midewin National Tallgrass Prairie. Located on the former Joliet Arsenal Site, the Midewin is the nation's first national tallgrass prairie. Based on the Academy's rich experience in Internet-based education, the Academy was selected to produce and develop an extensive web site to familiarize the general public and local educators with this amazing local resource. The first development for the project is an online photo exhibit of prairie photographs by renowned prairie photographer Terry Evans. The online exhibit was developed to coincide with a full exhibit of Evans' work which is currently on display at the Art Institute of Chicago. The site will also contain a variety of prairie related activities for K-12 teachers, a timeline and history of the Midewin, an online bibliography of prairie resources, and many other interesting features. Check out the Midewin web site at: www.openlands.org.

Collections and Research Dept
Quarterly Report, Jul-Sept 1998

Collections/Archives:

1. Investigated personal shell collection found by George Carr (formerly belonging to relative) which had CAS tags. Specimens were uncatalogued, little if no data, and were most likely collected but never donated to the museum.
2. Continued work with exhibit department on Wilderness Walk, the Collections Demo area and on the issue of mounted specimens for the new building.
3. Continued to process loans and all requests for information (phone, letter & E-mail) relating to archives, collections & research. The majority of the requests are as E-mail.
4. Continued monitoring of the collections, including routine fumigation, spot checks of cabinets etc.

Information/Loan Requests:

Request Totals - Collns/ Archives = 35, Research = 25

Entomology loan to Garfield Park Conservatory. Snake loan to Louisiana State University. Loan of mammal skulls to Memphis State University, Tennessee. Misc. loans of specimens for education.

Research:

1. Continued work with the peregrine restoration program. Fall focus shifts to recording migratory sightings, answering information requests, and working with building managers for upcoming season.
2. Continue work as a member of the University of Chicago's Institutional Animal Care and Use Committee which involves reviewing and approving protocols for any use (teaching or research) of live animals. Inspections of housing facilities scheduled for November.
3. Arranged for the research biologist at Lincoln Park Zoo to assist with the peregrine research under the Academy's direction. Two projects outlined are; 1. mapping of subspecies' dispersal patterns from nest and hack sites. and 2. Investigation of female productivity viability in Chicago peregrines.
4. Continued work on the web sites for the peregrine program, Illinois Bluebird Project, and the Illinois Ornithological Society.
5. Continued work as Vice-President of the Illinois Ornithological Society and Board Member of the Illinois Bluebird Project.
6. Began computerization of the state nesting records of Eastern Bluebirds for 1998.

Programs/Tours:

Gave outside lectures on peregrines, general bird talks, and red-tailed hawks to the Springbrook Nature Center, Garfield Park Conservatory staff, Riverside Village Hall Bluebird Committee, and Chicago Youth Center.

Publications/News:

Various interviews given on the proposal to delist the peregrine falcon including one to the Chicago Wilderness Magazine.

Development & Marketing Department
Quarterly Report
July, August, September, 1998

DEVELOPMENT & MARKETING DEPARTMENT OVERVIEW

The Development and Marketing Department focus is multi-facted: achieving the goals of the Campaign for the 21st Century and launching the Peggy Notebaert Nature Museum as well as marketing the Academy's outreach and education programs, and promoting ICASL lectures and programs. In order to accomplish this work, the department was restructured to create two synergistic self-managed teams of experienced development and marketing professionals. A revised organizational chart is attached.

The development team will focus its efforts on achieving the goals of the Campaign for the 21st Century through targeted strategies for acquiring and renewing individual gifts and grants from corporations and foundations as outlined in the Kresge Challenge Grant application.

The marketing team will focus its efforts on keeping the Chicago Academy of Sciences in front of the general public through media opportunities, corporate communications and the creation of an advertising strategy to brand the Academy, the Peggy Notebaert Nature Museum, education and outreach programs, and ICASL programs.

Enhanced Nature Museum Corporate Identity Program

The corporate identity program for The Nature Museum was enhanced to recognize the naming of the Museum for Peggy Notebaert. New museum letterhead, signage, banners and other marketing vehicles are in production to celebrate and build awareness of the Nature Museum name.

Membership Program

The membership program was analyzed and redesigned for launch in early 1999. Proposals from Mailworks, NPO and Membership Consultants were reviewed. It was determined that the high cost of member acquisition, weighted by direct mail over a period of 12 months, was not the optimal tactic for establishing a charter membership program. An onsite charter membership sales program is in development for implementation at media events, pre-opening events and within corporations which have sponsored, or will potentially sponsor, an exhibit at the museum. An acquisition test mailing is scheduled for Spring, 1999. The charter membership brochure will serve as an important component of a comprehensive marketing program which will include a

corporate sponsorship kit, fiscal 1998 annual report, the museum edition of Nature's Notes and the Nature Museum Brochure.

Corporate Sponsorship

Preliminary corporate sponsorship criteria, prospects, valuation methodology, projects and promotional materials were outlined in preparation for acquiring the first corporate sponsorships for the new Museum, including the charter membership program.

Event Planning

The department has strategically planned and will begin to methodically implement pre-opening events and opening events related to the new Museum to build momentum for the grand opening of the museum, sustained audience development, and to generate membership revenue.

DEVELOPMENT

CAPITAL CAMPAIGN

Campaign Progress

This quarter has brought the Academy 20% closer to its \$30,000,000 *Campaign for the 21st Century* goal, having raised \$5.8 million since the last week of June 1998.

With the addition of the Kresge Challenge funds, \$24.4 million has been pledged in support of the campaign as of October 9, 1998 (includes Chicago Park District \$10.0 million support). Major commitments to the capital campaign this quarter are as follows:

8 Mr. Richard C. Notebaert	\$4,000,000
(Total commitment from the Notebaerts \$4,300,000)	
8 Mr. and Mrs. Verne G. Istock	1,500,000
(Total commitment \$1,600,000)	
8 The Kresge Foundation	1,500,000
(Conditional challenge grant)	
8 The Northern Trust Company	75,000
8 Harris Bank	50,000

A \$4,000,000 pledge by Richard Notebaert in honor of his wife, Peggy, recognizes her unlimited efforts in spearheading the *Campaign for the 21st Century* since its inception. Mr. Notebaert's gift has named the museum the Peggy Notebaert Nature Museum. A \$1,500,000 pledge by the Istocks sponsors the naming of the Butterfly Haven.

On September 18, The Kresge Foundation responded to our \$1,500,000 proposal request by granting us a \$1,500,000 challenge pledge on condition that we raise an additional \$7.0 million by March 1, 2000. The total amount to be raised under the Kresge definition of project costs is \$31,250,000, an increase of \$1,250,000 over the previous goal of \$30,000,000. The \$1,500,000 would be paid to the Academy by the end of March 2000 if the challenge is met completely by March 1, 2000.

Peggy Notebaert and Judy Istock visited John Bryan (President) in his offices at Sara Lee on September 2 and were given promise of a generous corporate contribution.

Opening of the Museum

The exterior of the building is virtually complete and fall landscape planting is well underway. McHugh Construction Company will be leaving the premises by the end of the month and provisional occupancy of the building will be granted. Exhibit fabrication contracts were signed with Design Craftsman, Inc., of Midland, Michigan, in September. The exhibit fabrication and installation process will take 13 months. We are on track for an October 1999 grand opening of the Peggy Notebaert Nature Museum. Staff recommends a grand opening to the public on October 22 with special events during the weeks prior to and following the opening.

Volunteer Leadership Activity

The **Campaign Cabinet** met September 24 to review campaign progress as well as to discuss activities and strategies for future prospect cultivation. Peggy Notebaert, Cabinet Chair, welcomed Julieanna Richardson as Co-Chair of the Local Business Committee.

Academy Family solicitation continues under the leadership of Board Chair David Voss. Over 90% of trustees have complied with the second part of the C. Paul Johnson Family Charitable Foundation challenge which requires 100% participation by the Board in order to receive an additional \$150,000 for the campaign. The Academy needs to have signed documents to evidence 100% participation of a new or increased pledge of at least \$1,000 made after October 1, 1997 and before December 31, 1998 from each trustee to receive the funds from the Foundation. Academy senior staff members have made recent generous contributions to the campaign. Plans are underway to extend solicitation efforts to Academy volunteer organization boards. The goal will be 100% participation, with the level of participation being totally discretionary.

Civic Leadership Committee Chair Harvey Plotnick is in the process of scheduling individual meetings with his committee. He and staff will meet one-on-one with each member to update them on the progress of the campaign and to discuss their further involvement as members of the Civic Leadership Committee.

The **Gala Committee**, consisting of 43 members including Co-Chairs Judy Istock and Cindy Lenhardt, held an all committee meeting on September 15. The committee toured the site and then convened for a luncheon meeting in the home of Peggy Notebaert. The first annual Butterfly Ball will be held on April 30, 1999. **Trustees should mark their calendars so all are in attendance at the black tie, inaugural event to be held at the Museum.** George Jewell will cater the event and Mike Carney will provide the music for the evening. Ticket price is set at \$500 per person. Istock and Lenhardt are planning to acquire one major Monarch sponsor and multiple Viceroy (\$10,000 table holders) and Admirals (\$5,000 table holders). Subcommittees have been formed and planning is well underway. The memorable evening promises to be a once-in-a-lifetime opportunity.

The **Individual Gifts Committee** met September 24 under the leadership of Richard Williams, Committee Chair. The focus of the meeting was an excellent, inspirational and very realistic presentation on prospect cultivation and solicitation strategies given by Harvey Plotnick. Prospect assignments and action worksheets have been distributed to each committee member. Staff will strive to work individually with each committee member to assist them in making continued progress with their prospects. Committee member Lewis Crampton has assumed responsibility for the future direction of the Kennicott Society. His vision is for the Kennicott Society to be a high-end marketing affinity program that fits well with our established marketing and fundraising objectives.

On August 25, the **Local Business Committee** met and accepted a \$250,000 fundraising goal. Intentions are to select a specific project and corresponding naming opportunity that would also be of interest to the community. City Science Home Theater, a Wilderness Walk Diorama and the Outdoor Terrace are the \$250,000 naming opportunities being considered. Richardson explained that the first order of business would be to enlarge the size of the committee. That process is underway. While the financial goal for the committee is \$250,000, an equally important goal of the Local Business Committee will be to increase awareness and visibility of the Peggy Notebaert Nature Museum in the extended neighborhood business community.

Major Prospect Activity

Campaign for the 21st Century funding proposals have been submitted this quarter to Chicago Community Trust, Gaylord and Dorothy Donnelley Foundation, ITW Foundation, The Kresge Foundation, The John D. and Catherine T. MacArthur Foundation, Recycled Paper Greetings, Sears, and several individuals.

Proposals from last quarter that are still pending a decision are Dr. Scholl, Haskell Fund and the Tom Russell Charitable Foundation, Inc. Proposals are currently being developed for Aon Foundation, Bank of America, 3 Com Corporation, IBM, Lucent, Monsanto, and individual prospects.

Site tours and one-on-one meetings have been held this quarter with many campaign prospects including:

Aon Foundation
 Bank of America
 3 Com
 Gaylord & Dorothy Donnelley
 R.R. Donnelley
 EPA
 Harris Bank
 Barbara Hodes
 IBM
 ITW Foundation
 Lucent
 MacArthur Foundation
 Dean Maragos
 Polk Bros. Foundation
 David Weinberg
 WGN-TV

ANNUAL FUND CAMPAIGN

As of October 9, 1998, \$161,676 has been raised toward the Annual Fund goal of \$602,000 for Fiscal Year 1999. Of that total, nearly 95% has been donated by corporations and foundations. Major gifts to date include:

Polk Brothers Foundation	\$100,000
The John D. and Catherine T. MacArthur Foundation	\$ 30,000
Kemper Lesnik Communications	\$ 5,000
The Northern Trust Corporation	\$ 3,500
360 Communications	\$ 3,000
Roberts Environmental Control Corp.	\$ 2,500
Oppenheimer Family Foundation	\$ 2,000
Peoples Energy Corporation	\$ 1,000
Edelman Public Relations	\$ 1,000
Central Federal Savings of Chicago	\$ 1,000
PR21	\$ 1,000

The Academy received **underwriting** for our booth at this year's Oz Park Festival (July 31 - August 1) from Tony Nichols and Central Federal Savings of Chicago. Sponsorships of the Auxiliary Board's Under Construction party have also added to the corporate funding total.

Planning continues for a **direct mail solicitation to recent donors and members** to be mailed in late October, as well as a major campaign to **increase donations at the Kennicott Society** level. The goal for gifts from individuals this fiscal year is \$200,000 which is up 33% from last year.

AUXILIARY BOARD

Close to **200 friends of the Auxiliary Board** and the Chicago Academy of Sciences gathered at the **Ballroom of the School of the Art Institute on September 24 for the Board's 3rd Annual Fall Fundraiser, Under Construction**. They danced to the music of *Big Guitars from Memphis* and sampled a diverse selection of food stuffs donated by a variety of Chicago restaurants including Taste America Catering.

The Event Committee, led by co-chairs Scott Smilie and Christy Frederick, outdid themselves in securing donations of food, liquor, and paper goods to keep expenses to a minimum. Committee member Erin Kaiser raised a donation from her employer, Impact Communications (the Sales Promotion and Marketing division of agency Foote, Cone & Belding), for the design and printing of the invitations. The committee procured \$4,500 in corporate sponsorships from Bank of America, museum contractors, and several public relations firms where Auxiliary Board members are employed. The volunteers successfully solicited twenty-one raffle prizes including an Ameritech Cellular phone, restaurant dinners around town, and a hair and beauty make-over at a Lincoln Park salon. The raffle brought in \$1,750.

Revenue from this year's event totalling \$12,310, was up \$3,300 over last year's. Expenses were up \$2,290. The increase was due to the rental of the Ballroom of the School of the Art Institute and the Ballroom's requirement to have catering staff on hand. A hard working committee, corporate sponsorships, and an increased ticket price were important factors in securing **a net revenue of \$5,397, the largest ever** from an Auxiliary Board event. Hats off to the Board.

ACADEMY COUNCIL

Preparations are underway for the Academy Council's Gospel Brunch to be held Sunday, November 15 at the House of Blues. Co-chairs Susan Erler and Phyllis Chambers have begun organizing and coordinating the event, and invitations were mailed the week of October 5. The reception and raffle begins at 1:30 p.m. Last year's event

was a sell-out, and rumor has it that will be the case again for this marvelous event for children and adults. Individual tickets on the main floor are \$50.00 for adults and \$35.00 for children. Opera box seating is available.

A group of about **15 members and prospects** toured the museum site with Dr. Heltne Saturday morning, September 26. The tour generated tremendous enthusiasm for the new museum and enticed several people in the group to become Academy Council members. After the tour, the group went on to Susan Erler's Lakeview apartment overlooking the site for brunch and a brief meeting to generate support for the House of Blues event.

MARKETING

The Marketing Department actively promoted Academy endeavors and this summer was an eventful one, even without a museum!

EVENTS & MEDIA

The Nature Lab, a temporary science teaching facility located at the southwest corner of the museum construction site, received more than 2,500 visitors from June 3 through September 4, and hosted 3 birthday parties in the park. WGN Channel 9 aired a live "Around Town" segment on June 30, and 7 kids from around the city demonstrated the Lab's activities: children held turtles and snakes and learned about their habits and habitats, tested water for phosphates and nitrates, discovered water microorganisms through microscopes, made plaster forms of animal footprints, and learned about the effects of erosion. A Nature Lab Calendar of Events listing activities and programs was mailed to Academy members and a press release alerted the media to the free programs all summer in the park. Through the Nature Lab information was distributed to area residents and passersby. The lab also served as a venue for teacher training.

On Thursday, June 25 a major milestone occurred in The Nature Museum's history. **Peggy Notebaert's husband** Dick gave her an anniversary present that she would remember forever. He **donated \$4 million to The Nature Museum** in her honor. He presented her with a set of artist's renderings of the new museum with her name above the entrance. Their contribution has pushed the campaign's fund-raising efforts to 70% of the Academy's final goal. This gift celebrates the museum, but it also celebrates the commitment and efforts of one of Chicago's civic leaders, Peggy Notebaert. On July 1, Kemper Lesnik gave Michael Sneed from the Tribune a premier social scoop, and Della DeLafuente followed up on July 2 with a lead story. Kemper Lesnik prepared and distributed press kits that included a photo of Peggy, a press release, and the news clippings.

Dr. Jon Miller, director of the **International Center for the Advancement of Scientific Literacy**, participated in a Washington press conference which announced his most recent scientific literacy research survey presented to Congress on July 1. The study measured what citizens of the US and other countries know and think about science. Dr. Miller reported that, in a survey conducted for the National Science Foundation, 79% of American adults agree or strongly agree that basic scientific research is important and should be sponsored by the federal government. However, when asked a series of fundamental science questions, the average score for the 2,000 adults in the survey was 55% correct. WBEZ Radio aired a notable interview with Dr. Miller regarding the results of that survey July 16 on the 848 Show.

The construction site was a hub of activity, but not only due to the construction workers. The Marketing department coordinated **tours of the site**, to generate public interest and excitement, and let interested parties have a look at the museum from a new perspective. Groups who got a behind the scenes tour included: The Boys and Girls Clubs of Chicago (Monday, August 17), DePaul Urban Gardening class Freshmen (Thursday, September 3), two University of Illinois Champaign Junior Year Architecture classes (October 7 and 8). Tom Mozina, Senior Designer at Perkins & Will volunteered his time to lead the U of I students, and the DePaul students got a bonus when Carol Yetken, Landscape Architect for the museum, gave them a look at the blueprints for the planting design of the museum grounds. Press releases were distributed to community papers to generate interest and excitement within the neighborhood.

Kemper Lesnik arranged an interview and **cover story with Midwest Construction Magazine**. Paula Widholm toured the site on Friday, July 31. She interviewed the Academy's Director of Marketing, Kathleen Berg, and President, Paul Heltne, as well as Tom Mozina, Senior Architect, Perkins & Will. The magazine was published in mid September and has a circulation of 5000.

Gaining community exposure was facilitated by many opportunities such as the **Taste of Lincoln Avenue** and the **Oz Festival**. Our presence at Taste of Lincoln Avenue on July 26, stimulated the community's anticipation and excitement about the coming museum. Science On The Go! children's activities surrounded hundreds of kids in soap bubbles, and dozens of people signed up to become members and volunteers. At Oz Fest on July 31 and August 1, visitors were greeted by butterflies and as they strolled through the booth they got a good look at the model and the renderings of the exhibits. Memberships and t-shirts were sold, questions were asked and answered, and excitement and anticipation for the opening grew.

Academy programs offered members and non-members opportunities to get involved in great scientific-based activities. On Tuesday August 18, The Nature Museum of the Chicago Academy of Sciences made waves at Navy Pier with the **Making Lake Michigan Great** event. Girl Scout troops, geologists, and Girl Scout leaders climbed

aboard the W.G. Jackson, a 65-foot water research vessel funded by US EPA participants. They conducted water-testing activities in the on-board laboratory, previewed the new "Lake Michigan Explorer" interactive software, and learned about Lake Michigan's basin-wide management issues and plans. The event was also promoted by the Lake Michigan Forum and the EPA. Channel 50 featured the event on their evening news. The event was followed up with a press release to the Chicago area and surrounding community.

Another Academy event included a trip to the **Thornton Quarry**. The day trip was attended by 40 people, and Kathleen Berg served as trip photographer. A media alert preceded the event and was distributed to local newspapers in the area, touting the geological history in "our own backyard." No media responded. A press release followed the event.

The **Sandhill Cranes** event is the final day trip on the Academy's calendar for 1998, and it will take place on November 4.

Bill Mullen, Tribune staff writer, completed his **follow-up article to the 1989 Tribune Magazine cover story**, "A Dream Deferred." He met with Kathleen Berg and Paul Heltne and toured the site in mid June. On September 2, Kathleen escorted Tribune photographer Carl Wagner around the construction site to take photographs for the story. The piece is scheduled to run in the Chicago Tribune Magazine on October 25.

Kathleen is currently working with Bill Mullen on another story relative to the extraordinary decade and expansion of fundraising that the cultural community has seen. Current positioning shows the Academy as a feature, but not the focus of this story.

On Wednesday, September 16 Paul Heltne taped a **Vantage Point Radio show** at Northeastern University with the Dean of the College of Arts & Science, Dr. David Unumb. Dr. Heltne discussed the Academy's origins and current endeavors, in particular the new Nature Museum. The community cultural news program will air on WTMX Radio (the MIX, 101.9) Sunday October 25, at 6:30 am.

On September 17 and 18 the Development and Marketing Departments attended the **NSFRE Fundraising Conference** at Navy Pier. The seminar topics covered a broad range of subject matter, and provided informative speakers and platforms for all types of philanthropic agencies. Seminars included: *Fund Raising in Challenging Situations*, *Changing Dynamics of Government Relations and the Impact on Philanthropy*, and *Volunteers as Solicitors: Their Perspective*.

On Thursday September 24, Kathleen Berg and Colin Silvester participated in **Spotlight on Chicago**, presented by the Chicago Department of Cultural Affairs. The event took place at the Chicago Culture Center, and was attended by media, tourism, and event people.

Kathleen is currently assisting John Rice at Lee Skolnik in New York who is coordinating an **architectural exhibition featuring The Peggy Notebaert Nature Museum**. The exhibition is tentatively scheduled for Spring of 1999 and will take place at the Chicago Architecture Foundation. Events surrounding the architectural exhibition include seminars and presentations by Ralph Johnson, designer and architect of Perkins & Will, Carol Yetken, Landscape Architect and Lee Skolnik, exhibit designer. Other events include Lincoln Park historical community architectural walking tours.

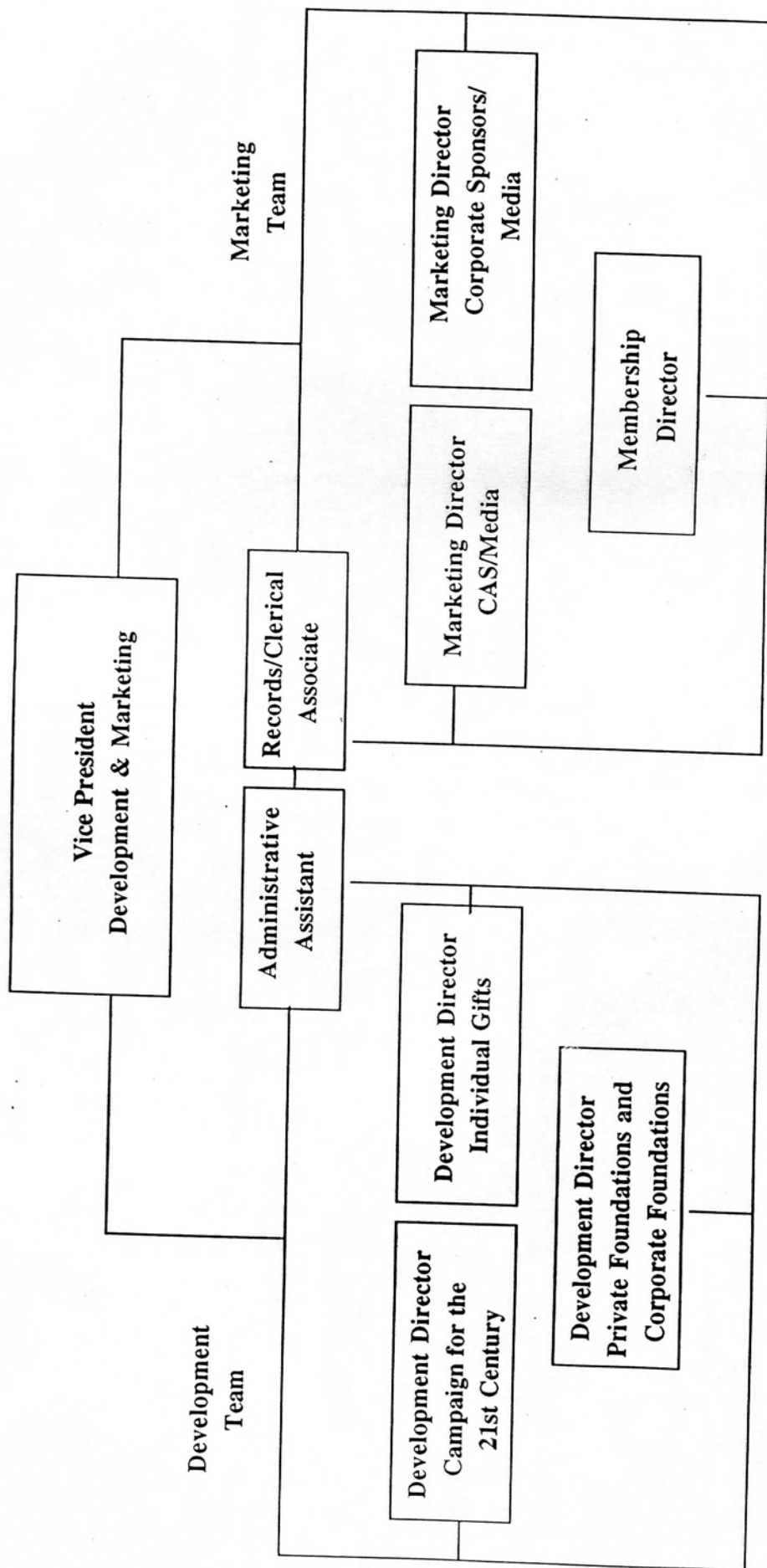
COMMUNICATIONS

The **newsletter publishing schedule** was re-evaluated and will change from seasons to volumes. The latest issue, a museum-focused edition, will be distributed in late October. It will be a highly used piece, in that it profiles the museum's progress and exhibitions, and can be used as a sponsorship tool as well as a cultivation piece.

The **model is going mobile** once again. The Marketing department is developing a schedule for the model to travel to different corporate lobbies, to generate attention and interest in the project. Marketing support materials (such as the newsletter) will be available.

The 1997-1998 **annual report** theme this year is "Origins." The report focuses on the Academy's roots and showcases our plans for the future and the new museum. Since the Academy is unique in its endeavors and pursuits, it was decided that the annual report and subsequent mailings should have a unique theme where possible. The outer wrapping of the report is seed paper, and serves not only as the cover of the report, but also supports our mission of hands-on scientific learning. Jeff Lowitz of Lowitz & Sons Printing, and designer Carol Dungan of Miora & Company tremendously discounted their respective services for the report, the business reply envelopes were generously donated by Chicago Press Corporation, and the paper generously donated from Crown Vantage Papers.

Chicago Academy of Sciences
Integrated Development and Marketing Department
Organizational Structure



August, 1998

October 19, 1998

To: All Trustees

From: David Voss

Due to low attendance levels, the retreat scheduled for October 28 and 29 has been postponed. **The new date for the Planning Retreat will be November 19, from 9 am to 9 pm.** Further details will be forthcoming.

The October Board meeting will be held at 4 pm, October 28 at the Union League Club and will be followed immediately by the Annual Trustee Dinner.

October 15, 1998
To: Senior Staff
From: Paul Heltne

The Board Retreat has been postponed to a time after the middle of November. After reviewing number of those who found it possible to attend, Mr. Voss has determined to reschedule. A survey will probably be forthcoming.

In discussions with Mr. Voss and other trustees it has become clear that they wish to have as a basis for their deliberations timelines for the major activities during the coming two years.

As part of our Senior Staff meeting on Tuesday, we will take up the matter of the development and production of the timelines. The Board is interested in the critical paths and interdependencies. They are also interested in knowing what it will take to have a world class opening and initial year.

The Board meeting will be at 4 pm on Wednesday October 28 followed by the Trustee dinner.

CHICAGO ACADEMY OF SCIENCES

October 5, 1998

TO: Al Pick, Leader
Colin Silvester
Kevin Coffee ✓

FR: Colin Silvester, Internal Coordinator

RE: Trustee Retreat

As you will have noticed in the Agenda for the upcoming Trustee Retreat, you have been assigned to Critical Priority Group #3. You are requested to meet as a group to discuss and document your thoughts on the following:

- Getting the Museum open and operating on schedule...and ready for Day 2 and thereafter.

I am asking that the Leader of each group submit a draft of his/her group's presentation to the undersigned on or before October 21st. Your group's written material will be distributed to the entire trustee Retreat Group as the basis of discussion for the breakout group sessions on this Critical Priority #3.

Please feel free to call if you have any questions.

CONCEPT PAPER FOR CHICAGO ACADEMY OF SCIENCES PLANNING RETREAT

CONCEPT

The Chicago Academy of Sciences is seen by both board and senior staff as being on the threshold of an opportunity that is not only great, but truly unprecedented, in the Academy's 140-year history. However, this moment is not without risks and extraordinary demands on volunteer and staff leadership.

To meet the challenge of creating a thoroughly new and different Nature Museum and to ensure the best use of resources, which are always limited even in the midst of affluence, the board has decided to hold a two-day planning retreat. Focus of these sessions will be upon what needs to be done to achieve success in the relatively short run of the next two years, while establishing the framework for planning the future. The retreat will address immediate organizational and operational issues and put in place a design for an on-going strategic planning process.

Desired Outcomes

The end product of the retreat will be a here-and-now, composite plan for the Chicago Academy of Sciences that is customized to meet its most pressing needs through 2000. However, as mentioned above, it also will set out a course for strategic planning that will take the entire Academy well into the new millennium.

Other Expectations for the Retreat

1. An enthusiastic adoption of the plan by the board, officers and senior staff by whom it has been created.
2. The beginning of a *continuing* planning process which causes and manages desired change over the long-term.
3. More comprehensive understanding of board and staff roles and points of view.
4. Start of a desirable culture change marked by extended and more open communication and trust among Academy board and staff.
5. Renewed enthusiasm and excitement for everyone involved.

Organizing the Retreat

The Retreat Planning Group (RPG) will have approximately 30 members with a 3:1 ratio of board members to senior staff.

Board chairman David Voss will be the Retreat leader.

Bob Smith will be retreat consultant and facilitator.

Board member Hall Healy will assist Bob as a volunteer.

Colin Silvester will be coordinator making arrangements and assisting both the leader and facilitator.

Location, Dates, Times

The retreat will be held at the Union League Club on Wednesday and Thursday, October 28 and 29, 1998, from 9:00 a.m. to 5:00 p.m. each day. A CAS Trustee dinner honoring former Trustees, Rick Phillips, Alicia Pond and Jan Relford will be held at the Club on Wednesday evening.

RETREAT DESIGN

Use of Breakout Groups. During the sessions shown below for *Critical Priorities* "breakout" discussion groups will be used. After receiving information from a resource panel, five groups of five or six persons each will meet. Members will be mixed board and staff. A leader and recorder/reporter will serve in each group. Details of the breakout groups will be issued at a later date.

Robert F. Smith
October, 1998

AGENDA

Wednesday, October 28

- | | | |
|-----------|--|--|
| 9:00 a.m. | Opening remarks and why we're here | David Voss |
| 9:15 | How we'll work | Bob Smith |
| 9:30 | <i>Critical Priority #1:</i> | |
| | Organizing for success | David Voss,
Paul Heltne,
Colin Silvester |
| | <ul style="list-style-type: none">• Staff: At the top...and departmental structure and roles• Board: At the top...officers, committees and roles• Relationships and communications between board and staff | |

Charge to the breakout groups: (1) What would you most like to see happen in the relationships/communications between board and staff? (2) Develop suggestions for how board members can personally help the Academy; (3) What are your hopes and concerns for the organization structure of the Academy staff and board?

10:30 Refreshment break

10:45 Continue discussion

12:00 Luncheon and CAS Board Meeting. (Agenda to be issued under separate cover.)

2:00 ***Critical Priority #2:***

- | | |
|---|---|
| Completing the job: Raising the remaining money required for Nature Museum capital costs and operating expenses | Peggy Notebaert
Paul Heltne
Bryn Reese
Harvey Plotnick |
|---|---|

Charge to the breakout groups: (1) Identify pockets of under-contribution to the Campaign for the 21st Century and their potential \$, (2) Develop suggestions for gaining their financial commitments now; (3) How do you think volunteers and staff can work better together in fund-raising?

2:30 Refreshment break
2:45 Continue discussion
4:30 Recap of the day
5:00 Adjourn
5:30 Reception and dinner

Hall Healy

Thursday, October 29

9:00 a.m. **Critical Priority #3:**

Getting the Museum open and operating
on schedule...and ready for Day 2 and thereafter

Colin Silvester
Kevin Coffee
Al Pick

Charge to breakout groups: (1) If problems develop, where are they likely to happen? (2) How can volunteers help? How should they be organized, led, and rewarded? (3) How can we deal with "opening fatigue" and let-down?

10:30 Refreshment break

10:45 Continue discussion

12:00 p.m. Luncheon

1:00 **Critical Priority #4**

The marketing challenge—
building audiences for the Nature Museum

Lowell Stahl
Tom Cox
Phil Parfitt
Bryn Reese

- Market research
- Positioning
- Market segments and niches
- Creative approaches
- Marketing plans and budgets

Charge to breakout groups: (1) Have we missed any audience that should be targeted? If so, who is it and how can we reach its members? (2) Suggest how individual members of your breakout group can help bring specific audiences into the Museum.

2:45 Refreshment break

3:00 **Beyond today's Critical Priorities**

David Voss
Bob Smith

Putting in place a continuing
strategic planning process

4:00 - Recap of the day

Hall Healy

4:30 "My thoughts about the retreat and what
lies ahead."

Retreat Planning
Group

5:00 Adjourn.

CHICAGO ACADEMY OF SCIENCES

The Chicago Academy of Sciences
Board of Trustees
October 28, 1998
4:00 pm

AGENDA

1. Call to order - Mr. Voss
2. Chairman's remarks - Mr. Voss (10 min)
3. Report of the Secretary - Mr. Plotnick (5 min)
ACTION ITEM: Be it resolved that the Board of Trustees approves the Minutes of the Annual Meeting of June 30, 1998, as circulated.
4. Report of the Education and Exhibits Committee - Mr. Crampton (15 min)
ACTION ITEM: Be it resolved that the Board of Trustees approves the increase of the Project Cost for exhibits from \$8.0 million to \$8.5 million.
5. Report of the Facilities and Administration Committee - Mr. Pick (15 min)
 - a. Project status and costs
ACTION ITEM: Be it resolved that the Board of Trustees approves the increase of the Project Cost for Building from \$14.3 million to \$15.2 million.
 - b. Opening date
 - c. Carpeting Plan
6. Report of the Development and Marketing Committee - Mr. Cox (10 min)
 - a. Quarterly report
 - b. Opening events
7. Report of the Campaign Cabinet - Mr. Voss (15 min)
 - a. Quarterly results
 - b. Kresge Challenge
ACTION ITEM: Be it resolved that the Board of Trustees approves the acceptance of the Kresge Challenge and approves an increase in the goal for the Campaign for the 21st Century from \$30,000,000 to \$31,250,000.

The Chicago Academy of Sciences
Board Agenda
October 28, 1998, p. 2

8. Report of the Finance Committee - Ms. Reguera (10 min)
 - a. Quarterly results
 - b. Audit report
 - c. Projected operating budget (second draft) for first year of operations
9. Report of the Research Committee - Mrs. Ashcraft (10 min)
10. Report of the By-Laws and Legal Committee - Mr. Healy (5 min)
11. Report of the Nominating Committee - Mr. Harvey (10 min)
12. President's report (5 min)
13. Other business (5 min)
 - a. Upcoming events:

Board events: Retreat, Union League Club, November 19, 1998, 9 am to 9 pm; Board meetings: Noon, at the 2060 Building, January 26, 1999; April 27, 1999; June 29, 1999; October 26, 1999.

Other events:

November 7, 1998 - Field Trip to Midewin Prairie. For information call Pam Patterson at 549-0606 x 3032

November 15, 1998 - Academy Council Gospel Benefit Brunch at House of Blues.
(Information in packet)

- b. Other business
14. Executive session
15. Adjournment - 2 pm

The Chicago Academy of Sciences

Monthly Management Report

September 30, 1998

To: Trustees

Fr: Paul Heltne and Colin Silvester

Contents

1. Annual operating plan - YTD results
2. Museum Building Status
3. Exhibit Status
4. Campaign for the 21st Century
5. CPD Bond Fund
6. State of Illinois- Museum Support Program
7. Staff
8. Trustee Matters
9. Preparation for Opening

Upcoming events:

November 15, 1998 - Gospel Brunch
November 19, 1998 - Board Retreat
January 26, 1999 - Board Meeting

Respectfully submitted,

Paul G. Heltne
President

Colin R. Silvester
Chief Operating Officer

Annual Operating Plan

September 98 YTD

	Actual YTD	Budget YTD	Variance
Total Revenues - Normal	1098	1010	88
Start-up	0	0	0
Total Expenses - Normal	< 878>	<995>	117
Start-up	<53>	<87>	34
Reported Income <loss>	167	<72>	239
Less portfolio gains <loss>	<93>	0	<93>
Operating income <loss>	<u>260</u>	<u><72></u>	<u>332</u>

- Revenues ahead of plan due to major contributions from Polk Bros. Foundation and Pfizer Foundation.
- Expenses below plan due to ramp-up of marketing expenses deferred to next quarter.
- Positive reported income even after providing for 93K loss on equity portfolio (approx 4%)

Outlook

- Operating expenses will increase as we hire new staff for Nature Museum.
- Forecast for total fiscal 99 — Normal 19
 - Start up expenses <492>
 - Total fiscal 99 <473>

Nature Museum Building Status

\$ millions

Construction		Base Building	Exhibit Infrastructure	Total
	Projected total cost	\$13.1	0.8	13.9
	Spent through 9/30/98	<10.4>	<0.2>	<10.6>
	Balance to be spent	2.7	0.6	3.3

- Estimated handover date of base building by McHugh to CAS - November 13, 1998
- Punchlist review and certificate of occupancy delivered - October 30, 1998
- Infrastructure contract under negotiation with Turner SPD. Additional 0.8 recommended by Facilities Committee for this contract.

Other

- Landscaping continues into the fall and will resume in Spring 99
- McHugh retention will be held back until landscaping complete and HVAC meets specification in all weather conditions
- We plan to open up the two principal paths on the Museum site in early November to public access provided Park District renovation of North Pond does not necessitate continued restrictions.

Nature Museum Exhibit Status

Exhibits

\$ millions

Exhibit budget	8.0
Childrens Gallery and	
External Exhibits	0.5
Total Budget	8.5
Spent through 9/30/98	<2.2>
Balance to complete	6.3

- DCI contract signed 9/98 but without external exhibits and Children's Gallery, in order to initiate fabrication.
- Extimated additional cost to complete these two exhibits - \$0.5 mil over original exhibits budget
- Proposal to reintroduce the external exhibits and the Children's Gallery subject to necessary Board approval of increased ceiling for exhibits.
- DCI reconfirms that the Butterfly Haven will be complete by April 21, 1999.

Campaign for the 21st Century

	\$ millions
Opening balance 7/1/98	11.1
New balance 9/30/98	14.3
Net new pledges	<u>3.2</u>
• Istock pledge (July)	1.5
• Kresge Foundation challenge grant (September)	1.5
• Note that the Kresge gift is 100% contingent on the Academy raising a further \$7.1 million prior to March 1, 2000.	
• Kresge has included in their challenge our estimated cost of financing the Academy bonds over the 5-year period of the campaign. In our planning we had always intended to cover this expense from the operating budget and therefore we had not provided for this amount in the campaign.	
• Effectively Kresge donated \$1.5 million but raised our total fundraising objective by \$1.9 million from \$29.4 to \$31.3.	
• The \$7.1 million balance does, however, contain exhibit funding sufficient to fabricate the currently deferred Children's Gallery and External Exhibits.	
• Collections against existing pledges are running significantly behind plan. We only collected \$0.1 million in Q3/98 compared with our plan of \$0.6 million. Q4 is normally the best collection quarter of the year and we will be approaching all campaign donors on this issue.	

Chicago Park District (CPD) Fund Status

\$000's

CAS allocation - Series 1997	6,059
Reinbursements through 9/30/98	<3,359>
Balance outstanding	<u>2,700</u>

- We are still negotiating with the other MIP museums to arrange a full or partial swap of the \$2,700 from tranche 2 to tranche 3.
- The \$2,700 represents the withdrawal by the CPD from the Academy's allocation for the cost of relocating the repair and maintenance shops to another location in the City.

CAS allocation - Series 1999	4,177
less swap if finalized	<2,700>
Balance available - tranche 3	<u>1,477</u>

- If the \$2,700 swap is agreed, CAS will be left with \$1,477 in tranche 3, tentatively scheduled for Q3/99.
- If the \$2,700 swap is not agreed CAS will have a balance of \$4,177 available in tranche 3 but these funds will not be accessible until Q2/99 at the earliest.
- MIP has formally requested CPD to issue the third tranche in Q2/99 and if approved will allow CAS to negotiate earlier swaps with other sister institutions.

State of Illinois - Museum Capital Grants Program

- The State Department of Natural Resources will administer this \$50 million, 5-year program.
- The legislature must approve each year's \$10 million annual funding. Funding for fiscal 1999 has been approved.
- We are projecting a minimum of 1.4 million as a contribution to the Nature Museum project over the next 5 years.
- Applications for grants are due to be submitted by November 2, 1998 with a decision likely by year end. CAS has submitted an application for \$740K from State funds in fiscal 1999. This application will be combined with similar applications from the other 8 MIP institutions.

Staff

- Following the last meeting with the Management Review Committee, we have realigned the senior management structure.
- Jon Miller and Phil Parfitt now report to the Chief Operating Officer.
- In addition, Colin has met individually with each of his senior managers and will publish a revised organization chart, focused on the challenges of the new museum, effective November 1, 1998.
- Dawn Miller joined Development and Marketing as Director of Marketing for Corporate Sponsorships and Events. She comes to the Academy from the position of Director of Marketing at the United Way.

Trustee Matters

- Planning has continued for the CAS Trustee Retreat now scheduled for November 19, 1998 at the Union League Club. The Retreat will be led by Bob Smith of Strategies and Teams.
- Susan Greenwald has been appointed as the Assistant Coordinator for this project.
- Supporting documentation will be sent to all Trustees in early November.

Preparations for Opening

- Planning very active for April 30, 1999 Butterfly Ball.
- We are proposing a firm opening date of October 22, 1999 for the Nature Museum. This will be recommended to the Board at the October 28, 1998 Board of Trustees meeting.
- Weekly staff meetings are exploring all aspects of activity preparatory to opening.

**THE CHICAGO ACADEMY OF SCIENCES
PEGGY NOTEBAERT NATURE MUSEUM**

Master Project Schedule

<u>Date</u>	<u>Event</u>
<u>October 27 1998</u>	Exhibit infrastructure scope of work defined
November 9	Turner SPD/CAS infrastructure contract finalized
November 16	Base building punchlist Turner SPD mobilizes on site Certificate of occupancy delivered to CAS
December 31	Butterfly Haven infrastructure work completed
<u>February 1 1999</u>	DCI exhibit installation work commences
February 28	Turner SPD infrastructure work completed
April 22	Butterfly Haven exhibit completed
April 30	Butterfly Ball
May 31	Landscaping work completed
August 31	DCI exhibit installation completed
<u>October 22 1999</u>	Museum opens to the public

THE CHICAGO ACADEMY OF SCIENCES
FACILITIES AND ADMINISTRATION COMMITTEE
MINUTES OF OCTOBER 22 MEETING

Chair: Al Pick convened the meeting 8:00 A.M.

Colin Silvester reported on the status of the Nature Museum project, its costs (see attached) and the schedule, which was reviewed in detail. The planned official opening date is October 22, 1998.

The Committee discussed the proposals from four contractors for the infrastructure work and unanimously accepted the staff recommendation to proceed to negotiate an agreement with the Turner SPD Company.

There was an extensive discussion of the estimated added infrastructure costs of \$850,000, (\$250,000 being spent by McHugh Construction and \$600,000 estimated for the additional contract for Turner SPD). Al Pick stated that we should modify the projected total project cost to \$32,700,000 (from \$31,800,000) to reflect this increase. The Committee voted unanimously to recommend this increase to the Board of Trustees.

Colin Silvester also reported briefly that certain additional wiring and cable costs were being considered - to be reported when fuller information is available.

The Committee asked about whether the Academy is scheduled to be Y2K complaint. Bill Haase responded that this has been carefully reviewed and that we anticipate no compliance problems, other than the uncertainty of whether any of our funding sources have any difficulties.

Bill Haase reported that the Academy has issued an expanded sexual harassment policy, and there was a brief discussion.

Bill Haase summarized the benefits survey that was conducted: The Academy is very much in line with our competitors' benefits. However, we are exploring a revised plan for retirement benefits, and distributed a proposal received from the actuaries. Bill and Colin expect to have a recommendation for the next Committee meeting.

Bill Haase reported that we have signed contracts with TasteAmerica for operating the Butterfly Cafe and for catering - exclusive except for up to 15 dates per year.

Attendance:

Al Pick-Chair, Tom Cox, Deborah Reguera, Paul Heltne, Colin Silvester and Bill Haase

William B. Haase
Acting Secretary

THE CHICAGO ACADEMY OF SCIENCES

MINUTES OF FINANCE COMMITTEE MEETING

OCTOBER 22, 1998

Attendance: Rick Maier-Chair, Kell Benson, Tom Cox, Deborah Reguera, Paul Heltne, Colin Silvester and Bill Haase

1. Review of first quarter financial statements.
Bill Haase summarized the report pointing out that the Academy's financial results are better than planned in most areas.

2. Review of capital project costs.
There was an extensive discussion on this topic. Colin Silvester reported on the gap in cost projections for completion of building infrastructure and that the best current estimate of this additional cost is \$750,000, of which \$250,000 will have been spent by McHugh.

Paul Heltne reported that the Facilities and Administration Committee has authorized up to \$850,000 to cover the above \$750,000 plus a cushion. He also reported that the Education and Exhibits Committee is recommending to the Board an additional \$500,000 for exhibits costs (the Children's Gallery plus additional staff costs).

Rick Maier suggested that Colin convene a meeting of P&W, Skolnick, Greeby et al to determine whether there are any additional surprises lurking. Colin agreed to do so.

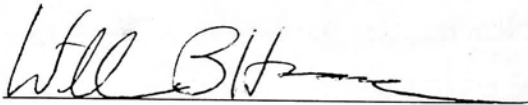
Colin commented that the firm contract amount with Turner, including the amount, should be known by the November Board Retreat, but not in time for the October board meeting.

3. Bill Haase reported on the proceeds and related issuance costs of the \$5,700,000 second tranche of Academy bonds. Rick Maier asked Bill to contact Christine Kelly of William Blair for her view of the reasonableness of the legal fees from Gardner, Carton & Douglas.
4. John Jostrand, the Academy's investment manager at William Blair joined the meeting for a comprehensive review and discussion of the investment portfolio and its history and results.

After considerable discussion, the Committee directed John Jostrand to maintain approximately \$250,000 of the portfolio in cash or equivalent (or more if the total value of the portfolio rises above \$2,250,000) and to maintain a target ratio of 50:50 between equities and debt securities.

5. The Committee reviewed the draft of the financial projection for the first year of Nature Museum operations. The Committee suggested that the staff simplify the projection for presentation to the whole Board, emphasizing the need for some additional narrative, including comparisons of admissions rates with other museums.

The Committee suggested a focus on projected personnel costs and headcounts. Kell Benson asked about approximate depreciation for the museum; Bill replied that it would approximate \$1,200,000 annually as a non-cash expense.

A handwritten signature in dark ink, appearing to read 'Will B. Haase', with a long horizontal flourish extending to the right.

William B. Haase
Acting Secretary

CHICAGO ACADEMY OF SCIENCES

October 26, 1998

To: Board of Trustees

From: Lew Crampton, Chair, Exhibits and Education Committee

Exhibit Budget Estimate

- September 97 project plan based on exhibit budget of \$8.0 million for six major exhibits plus external exhibits.
- Contract with Design Craftsmen, Inc. signed for \$3.5 million but excludes Children's Gallery and external exhibits.
- At their October 22, 1998 meeting the Exhibition and Education Committee recommended the inclusion of Children's Gallery due to both the quality of the exhibit and the critical mass issue.
- Committee requests Board of Trustees to increase total project budget by \$500K to fund both the Children's Gallery exhibit and additional staff time required to complete all of the exhibits due to the 4 month extension of the opening date.
- As a point of reference, prior to signing the Design Craftsmen's contract amount of \$3.5 million (3.9 million including Children's Gallery) we received two other exhibit fabrication bids as follows:

Maltbie Associates, New Jersey - \$6.8 million
Design & Production, Inc. Virginia - \$9.7 million

THE CHICAGO ACADEMY OF SCIENCES

**Exhibit Budget Status Report
(\$ 000's)**

October 1998

<u>Item</u>	<u>Plan Total</u>	<u>Current Estimate Total</u>	<u>Variance</u>
Master Plan	200	200	0
Lee Skolnick design	1200	1200	0
Exhibit Fabrication	6400		
DCI contract		3498	
Other firm contracts		1000	
Monadnock II (est)		500	
Internally managed (Includes external exhibits)		1300	
Children's Gallery		375	
Future Change Orders		100	
Sub-total		<u>6773</u>	(373)
Internal personnel	200	300	(100)
Exhibit budget total	<u>8000</u>	<u>8473</u>	<u>(473)</u>

Subject: Revised Meeting Minutes**Date:** Wed, 28 Oct 1998 09:28:04 -0600**From:** Doug Taron <djtaron@chias.org>**To:** crs@chias.org

Minutes of the
Research and Symposium Committee Meeting
October 26, 1998

Attending the meeting were: Laurie Ashcraft, Jon Miller, Harvey Plotnick, Colin Silvester, Doug Taron

The meeting began with Jon discussing his new relationship with Northwestern University. Jon will be working with Northwestern's Medill School of Journalism and medical school in the Center for Biomedical Communications. He will split his time between Northwestern and the Academy. Cost sharing will change from the current 60% Academy cost to 20% Academy cost, 80% Northwestern cost, resulting in a substantial savings to the Academy. Additional advantages to retaining multiple affiliations include better library access, access to graduate students, and flexibility in positioning grant applications to diverse funding agencies. Jon indicated that there will be a slight decline in ICASL activity over the next 2 months, followed by an upturn at the beginning of the year as several new grants are activated.

The October 25 symposium was briefly recapped. Climate change was discussed by R.P. Humbert from the Department of Geological Sciences at the University of Chicago; Bruce Ritman, an environmental engineer from Northwestern; and Jim Smithson from the power industry who raised numerous questions concerning the Kyoto Protocol. Several speakers for the Spring 1999 lecture series on the theme "New Science" were proposed, including Ray Ascue, Heading the Space Station team; Goets Ortel, an engineer with the Hubbel Telescope; and Ken Paget, director of Jackson Laboratories in Bar Harbor, ME. Jon indicated that he is seeking other speakers on the new X-ray source at Argonne and on recent developments in behavioral genetics. There was a consensus about the need to build more events around some of these speakers, such as dinner or cocktails with select donors. There may be a need for earlier publicity around these events to increase audience size.

Colin spoke briefly about organizational changes at the Academy, specifically the creation of a new Department of Biology headed by Doug Taron, and including Mary Hennen, collections manager as well as a Museum horticulturist to be hired soon and an animal care technician to be hired closer to the opening of the Museum.

Doug Taron described proposals for two lecture series for part of the events surrounding the Museum's opening. A family oriented series would bring in several speakers concerning butterflies. A second series would focus on the emerging sciences of ecological restoration and conservation biology, and would combine speakers with local expertise with speakers with a more national or international reputation.

Doug Taron also recapped the October 23 meeting of the Science Advisory Committee, and the discussion about interpretation of outdoor exhibits. The meeting closed with a brief discussion of Mary Hennen's memo concerning the proposed delisting of the peregrine falcon, and the position that it is preferred that this species be reclassified from endangered to the less serious status of threatened rather than completely delisted.

**Peggy Notebaert Nature Museum
Chicago Academy of Sciences**

Marketing Strategies

November 1998 - December 2000

OBJECTIVES

- Create brand awareness for Chicago Academy of Sciences and the new Peggy Notebaert Nature Museum
- Identify target audiences to visit, volunteer & commit financial support to the Academy & Museum (children, families, corporate & civic leaders, seniors, educators, scientific community, businesses, environmentalists, tourists, media)
- Develop effective media & marketing strategies that create a "signature identity" for the Museum as Chicago's "right-sized", "edu-tainment" museum.
- Gear "roll out" media/ad campaign to showcase the museum's ability to educate and entertain by focusing on a child's needs, interests and preferences.
- Focus message strategies on the Academy's "scientific literacy" & "education outreach" mission to increase an understanding of science and nature in our lives.
- Build overall anticipation for the opening of the museum.

NOVEMBER 1998

- Architectural Foundation "brown bag" lunch with Perkins & Will and Carol Yetken. Invite Sun-Times, local print & Chicago Magazine.
- Community event to announce pathway opening at museum site (pending date/review.)
- House of Blues Event Nov. 15
- Board Retreat Nov. 19
- Champaign reception for building turnover (pending approval)

DECEMBER 1998 (Education program)

Education focused media kit for print/tv. Idea: Exploring the science of snowflakes. Brickyard Mall promotion. Kid News, cable & network TV.

JANUARY 1999

"Oh, tantenbaum..." Recycle your Christmas tree on site at the Nature Museum January 16 & 17 and provide chips for our museum/Lincoln Park/Park District nature trails next spring. Feature a convenient "drive up and drop off" point. In exchange for your tree, every donor receives the Nature Museum's signature "paper seed" thank you to plant next spring. Include celebrity emcee from WGN. Seek sponsorship and guest appearance from Ben & Jerry's. Make annual event. Distribute flyers to area tree lots, include radio PSAs.

FEBRUARY 1999 (Media only)

Press kit on celebrating **Wild Bird Feed Month** with tips from the Chicago Academy of Sciences on feeding feathered friends during El Nina. Or, press kit "The Science of Shadows" to coincide with Ground Hog Day, Feb. 2.

MARCH 1999

Debut new "traveling" butterfly haven at 1999 Flower & Garden Show. Host drawing for exhibit to visit your school during Spring Fever Week March 20-27. Sponsorship to cover exhibit and week-long

"butterfly visits" at community/school and senior centers throughout metropolitan Chicago after fall museum opening. Three year commitment.

APRIL 1999 (Education/Media/Marketing)

- Showcase National Science & Technology Week at Brickyard Mall with "Science on the Go" demonstrations. Do on-air cable tv demonstrations.
- Plan media kit to coincide with Earth Day. Possible focus: First Butterfly Release into haven by Peggy Notebaert, Judy Istock and child.
- **Teacher of the Year announced**

MAY 1999

"Peggy Notebaert Nature Museum Garden Invitational." Spring planting event and reception set for Mother's Day weekend featuring gardeners from "Midwest Gardens" book, the Chicago Park District, Chicago Horticulture Society, Chicago Botanical Gardens and noted city and suburban garden clubs. Goal: 100 master gardeners working with Carol Yetken. Begin event with building tour, brief reception & lecture in auditorium. (Consider as annual event...that could travel to other projects as in "Chicago Academy of Sciences a nature partner in our community.") Include garden accessories sale hosted by Auxiliary to benefit museum.

JUNE 1999

- "Sidewalk Science..." a week-long Nature Lab summer camp for budding scientists ages 9-18 planned on site at the Peggy Notebaert Nature Museum in our "Nature Lab" June-August. To include outreach to scouts & YMCA and underprivileged youth. Sponsor opportunity three years.
- 3-month exhibit of "Nature Revisited: a Retrospective on Building the Peggy Notebaert Nature Museum" begins at the Chicago Architectural Foundation. Plan lecture series with key participants: architects, builders, scientist's etc. Have Kennicott descendant introduce series. Target key media people for relationship building targeted for museum opening coverage.

JULY & AUGUST 1999

Nature Lab summer camp continues....

SEPTEMBER 1999 (Education)

Celebrate **National School Success Month** with an on-line and direct-mail promotion to sign up for CAoS Club and Internet promotion for Science on the Go. All classes enrolled by Oct. 1 are eligible for museum drawing to be "The First School Class to Visit the Peggy Notebaert Nature Museum." Winner announced Oct. 4. Potential sponsor: Pizza Hut.

OCTOBER – GRAND OPENING MONTH

Oct 1. - Daily Butterfly Release

For sponsors, local businesses, media, schools until museum opens.

Oct. 1 - Breakfast with the Butterflies for Seniors

A yearlong sponsored event that invites metropolitan senior centers to visit the nature center "early in the morning" before regular museum hours the first Friday of every month. Includes breakfast, docent tours, bird watching & Butterfly Haven. (Oct. 1 also International Day for the Elderly. 1999 is International Year of the Older Person.)

Oct. 2 – Academy Family Day

Reception for staff and families 12-6 p.m. with special honors presented by Dr. Heltne.

Oct. 8 – “Kid Tested and Approved”

Largest pre-opening promotion metropolitan-wide to randomly selecting 100 children to “Kid test the Nature Museum” with nationally noted kid expert – Bill Nye, Ronald McDonald, Nickelodeon character – two weeks before grand opening. Month long pre-promotion to include in-store displays at grocery chain/kid retail chain with additional sponsorship from WGN (media) and possible car dealer to debut new Museum vehicle (Displayed on-site through grand opening week.) Promotion includes several grand winner prizes as participation incentives: two kids & parents get to go to California to be on Bill Nye’s science show or to be part of Nickelodeon Day.

Oct. 10-14 – Private Exhibit Dedications

Sponsors, guests and families host private exhibit dedications the week prior to opening.

Oct. 16&17 – 5...7...1...4 Neighborhood Preview

VIP preview for neighbors in zip codes adjacent to museum sponsored by the Lincoln Park Local Business Committee with refreshments/entertainment.

Oct. 20 – Auxiliary Grand Preview (Katherine McD.)

VIP evening reception for auxiliary members to explore museum with docents.

Oct. 15 through Opening Day, Oct. 22 – Media Countdown with WGN (exclusive)

Weeklong “preview” coverage of the museum on WGN creating interest/excitement for museum opening. Reporters preview exhibits/grounds/bird watching/butterfly haven.

OCTOBER 22, 1999 – 24-Hour Grand Opening

(Theme tied to? Ideas: Season change/Halloween/Daylight Savings)

(Continual sponsor presence throughout the day: Sponsor mascots on site throughout the day, congratulations displays, special celebrity visits Bozo/newscasters/sports celebrities throughout the day. Sponsor VIP hospitality area all day long.)

(Museum keepsake for every first day visitors? Seed paper? Book?)

Events:

- **Ribbon Cutting Ceremony & Time Capsule Sealing** – With Peggy Notebaert, Mayor Daley, boardmembers, sponsors, key donors & members plus Kennicott descendant.
- **Peggy Notebaert Welcome** – To the winner of the “First School Class to Visit the Peggy Notebaert Nature Museum” drawing.
- **Commemorative First Day Guest Book signing** for all guests through 24 hours.
- **“Tea Time Sounds of Nature”** – Music presentation until regular closing hours.
- **Kennicott “Pot Luck” for Naturalists** – Replicate dinner Museum founder Robert Kennicott would have enjoyed on field excursions for members, VIP guests, and public. Include discussion of Academy collections.
- **Marshmallow Roast & Scary Science Facts** for kids 6- 8 p.m.
- **Nocturnal Teen Time** exhibit tours and sci-fi movie 8-10:30 p.m.
- **In the Wee Hours** Nighttime explorers club for hearty overnighters to include greeting nocturnal friends out-of-doors and international on-line science chat.
- **Wake Up with the Birds** – On site bird watching & breakfast for enthusiasts.

A Month of Sundays – (Education)

Special science experiments & lecture series celebrating the opening of the museum Oct. 24, 31 and Nov. 7, 14.

Oct. 26 – "1...2...3 Blast Off" ICASL NASA (ICASL)

Lecture on "NASA Space Lab." Include NASA displays for first floor space. Have in place for grand opening Oct. 22 (behind stanchions with lecture announcement board. Plan two lectures: Children's Q&A reception at 4 p.m. with evening lecture at 7 p.m. Consider phone or video link with Astronauts/experts including John Glenn. Lecture would focus on space station.

Oct. 27 – "The Science of Socializing" After Hours

Hosted by the Academy Auxiliary and hosted the last Wednesday of every month host 5:30- 8p.m. Partner with Chicago Social Club, area Sports Leagues. Approach Goose Island and TCI for sponsorship.

Oct. 30,31 – A Halloween Herp Weekend (Education)

In the dark Halloween experiments in auditorium at 2 & 4 p.m., plus annual Herp Weekend on site.

November 1999

Breakfast with the Butterflies for Seniors Nov. 5

After Hours Nov. 24

Media support & special Academy presentation on **Community Education Day** Nov. 16 a special look at environmental issue (TBD) held on site in the auditorium. Partner with Green Peace and Lincoln Park Environmental Group.

Academy Council annual **House of Blues** event

Traveling Butterfly Exhibit begins community outreach. Weeklong visit to 6 senior centers planned; exhibit available for 6 additional events.

*Seed paper holiday cards at Newberry Library gift show

ICASL Lecture

December 1999

Breakfast with the Butterflies for seniors first Friday

After Hours last Wednesday

After Hours Kennicott Society Holiday Dinner on site at Museum

Special holiday event (TBD): The science of Ice -- *Constructing an Ice Igloo/or Roasting Chestnuts/ or, Tracking and Feeding our Winter Friends, a Naturalists holiday greeting to animals.*

ICASL Lecture

January 2000

Millenium Celebration on site Saturday, Jan. 1

Breakfast with the Butterflies for seniors first Friday

After Hours last Wednesday

2nd Annual Christmas Tree Recycling event

ICASL Lecture

February 2000

Breakfast with the Butterflies for seniors first Friday

After Hours last Wednesday

Celebrate **Wild Bird Feeding Month** with a partnership event with the Sierra Club & Audubon Society.

Option: **Homes for Birds Week** begins Feb. 14.

ICASL Lecture

March 2000

Breakfast with the Butterflies for seniors first Friday

After Hours last Wednesday

Annual Flower & Garden Show Butterfly Exhibit

(Application deadline for Academy to apply to register Scientific Literacy Day as an official holiday. Idea for anniversary celebration Oct. 2000)

ICASL Lecture

April 2000

Breakfast with the Butterflies for seniors first Friday

After Hours last Wednesday

2nd annual Butterfly Ball

Celebrate National Science and Technology Week with launch of **ICASL 2000 Lecture Series** to be held on site at museum.

Earth Day—Seed paper gimmick with Starbucks promotion

ICASL Lecture

Teacher of the Year

May 2000

Breakfast with the Butterflies for seniors first Friday (May is Senior Citizen Month)

After Hours last Wednesday

May 18 **International Museum Day**. Host on-line international celebration. Include Chicago dignitaries from foreign embassies. Have kids chat on line with museums around the world. Videoconference with international museums.

Garden Invitational 2000 luncheon & reunion (benefit to raise money for environmental education) (May 28, Sierra Club Founded.)

June 2000

Breakfast with the Butterflies for seniors first Friday (May is Senior Citizen Month)

After Hours last Wednesday

Celebrate National Family Day June 5 with a Boardwalk Garden Fashion Show.

“Sidewalk Science Nature Lab” Summer Science Camp begins

Plan Donor Recognition Evening

July & August 2000

Breakfast with the Butterflies for seniors first Friday

After Hours last Wednesday

Summer Camp & Concert series continues

August 2000

Breakfast with the Butterflies for seniors first Friday

After Hours last Wednesday

Summer Camp & Concert series concludes

School Rules science promotion (TBD) begins

September 2000

Breakfast with the Butterflies for seniors first Friday

After Hours last Wednesday

Annual meeting and inaugural awarding of the Kennicott Award for philanthropy

Oct. 22 anniversary celebration 2000

Declare National Scientific Literacy Day at anniversary celebration that includes anniversary event with Bill Nye.

Halloween Event

THE CHICAGO ACADEMY OF SCIENCES

PEGGY NOTEBAERT NATURE MUSEUM

Impact of Proposed Changes to Fundraising and Budget
(\$ millions)

	<u>Fundraising Goal</u>	<u>Project Budget</u>	<u>Variance</u>
Original Plan (Sept 97)	\$30.00	\$31.80	(\$1.80)
Kresge Challenge	1.25	0	1.25
Infrastructure contract	0	0.90	(0.90)
Exhibits increase	0	0.50	(0.50)
Amended Plan (Oct 98)	<u>\$31.25</u> =====	<u>\$33,20</u> =====	<u>(\$1.95)</u> =====

CHICAGO ACADEMY OF SCIENCES
General Operating Support Financial Report
Fiscal Year 1999
(7/1/98 – 10/22/98)

Donor Category	FY 1999 Goals	Gifts/Pledges Received	Cash Collected
Individuals (Includes Academy Council, Auxiliary Board, Civic Leadership Committee, and Staff Members)	\$125,000	\$8,336	\$8,336
Trustees/VIPs (Includes Former Trustees, Honorary Trustees, and Scientific Governors)	\$ 75,000	\$ 335	\$ 335
Foundations	\$290,000	\$132,250	\$132,250
Corporations	\$112,000	\$21,150	\$21,150
TOTAL GIFTS	\$602,000	\$162,071	\$162,071

Major Gifts

Polk Bros. Foundation	\$100,000
The John D. and Catherine T. MacArthur Foundation	\$ 30,000

Proposals Pending

Chicago Community Trust	\$100,000
Gaylord and Dorothy Donnelley Foundation	\$150,000

CHICAGO ACADEMY OF SCIENCES

\$30 MILLION PROJECT \$20 MILLION CAMPAIGN GOAL

October 22, 1998

CAMPAIGN EXPENDITURES BY PURPOSE

	GOAL	AMOUNT COMMITTED	AMOUNT RECEIVED *	% OF GOAL COMMITTED	REMAINING TO RAISE
New Museum Project	\$27,000,000	\$23,000,199	\$8,491,693	85%	\$3,999,801
Endowment *	\$1,000,000	\$750,000	\$0	75%	\$250,000
Annual Fund (FY98 - FY2000)	\$2,000,000	\$664,967	\$586,044	33%	\$1,335,033
Total	\$30,000,000	\$24,415,166	\$9,077,737	81%	\$5,584,834

CAMPAIGN REVENUES BY SOURCE

	GOAL	NUMBER OF GIFTS	AMOUNT COMMITTED	AMOUNT RECEIVED *	% OF GOAL COMMITTED	REMAINING TO RAISE
Chicago Park District Bonds	\$10,000,000	1	\$10,000,000	\$5,227,520	100%	\$0
Academy Family ^ ~	\$2,000,000	40	\$7,397,961	\$560,770	370%	(\$5,397,961)
Other Individuals	\$3,000,000	23	\$599,619	\$539,512	20%	\$2,400,381
Corporations & Their Foundations	\$4,500,000	14	\$1,822,000	\$864,500	40%	\$2,678,000
Foundations * ♦	\$5,500,000	16	\$3,701,214	\$1,226,212	67%	\$1,798,786
Government (non-CPD)	\$3,000,000	2	\$229,405	\$73,179	8%	\$2,770,595
Annual Fund (FY98 - FY2000) **	\$2,000,000	NA	\$664,967	\$586,044	33%	\$1,335,033
Total	\$30,000,000	96	\$24,415,166	\$9,077,737	81%	\$5,584,834

^ The Academy Family is defined here as Current, Former, and Honorary Trustees; Scientific Governors; Auxiliary Board; Academy Council; and CAS staff.

~ \$400,000 pledge of challenge gift from the C. Paul Johnson Charitable Family Foundation included in full.

* The Chicago Community Trust has established a \$750,000 endowment which they will manage. The interest generated by this endowment will be contributed to the Academy on an annual basis after five years.

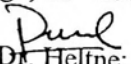
♦ \$1,500,000 challenge grant from The Kresge Foundation included in full.

** FY 98 Annual Fund Total Committed \$502,896

THE KRESGE FOUNDATION

September 21, 1998

Dr. Paul G. Heltne
President
Chicago Academy of Sciences
2060 North Clark Street
Chicago, IL 60614


Dear Dr. Heltne:

Congratulations on your grant award! I appreciated your cooperation during our review process and look forward to working with you during the challenge period.

It may be helpful at this time to review the reporting requirements of our grant award. During the challenge period, we ask that you update us on the status of your project and fund raising campaign. With a fund raising deadline of March 1, 2000, we will look forward to receiving an interim report by April 1, 1999. Please use the attached copy of your Grant Compliance Form for presenting this update information.

On or by the fund raising deadline, you must submit the Grant Compliance Form which accompanied our grant notification letter, reporting that the balance remaining of \$7,066,000 has been raised. Since your project is already under contract, you have satisfied our second grant requirement, assuming there are no project cost increases. If during the challenge period, there are change orders or revisions to your project, please report the revised project expenses, reconcile the updated costs with the original budget, and demonstrate that any cost increase has been covered.

We were favorably impressed with your plan to raise additional restricted private gifts to complete the funding for your project. Therefore, it is our hope and expectation that Chicago Academy of Sciences will fully carry out the fund raising plan described in the application and addenda submitted during the review process. It is important that you report any significant variances from the plan, well before the fund raising deadline. If at any point during this period it appears that you may have difficulties in meeting the challenge on schedule, please let me know.

When we pay the grant, we will request a Final Report on both the funds available and actual costs. We will provide a form for this purpose at the time of grant payment.

Due to the high volume of publications received in our office, we request that The Kresge Foundation not be included on your permanent mailing list.

Please feel free to contact me at any time during this period if you have questions or need help with any of these matters. In the meantime, let me wish you much success in meeting our challenge and completing your campaign.

Sincerely,



Richard Lowell Dunlap
Senior Program Officer

RLD:kk
Enclosure

THE CHRONICLE OF PHILANTHROPY

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The Newspaper of the Non-Profit World

Vol. XI, No. 1 • October 22, 1998 • \$4

NEW GRANTS

Continued from Page 21

three years to Robert C. Maynard Institute for Journalism Education (Oakland, Cal.).

—For the National Copy Editing Fellowships: \$175,000 to U. of North Carolina, School of Journalism (Chapel Hill, N.C.).

—For its program at Macalester College, which annually brings 10 journalists from around the world to the United States for an intensive, four-month introduction to U.S. economics, governance, news, and regions: \$200,000 over two years to World Press Institute (St. Paul, Minn.).

KRESGE FOUNDATION

P.O. Box 3151
3215 West Big Beaver Road
Troy, Mich. 48007-3151
(810) 643-9630

Arts and culture. To purchase and renovate a theater: \$800,000 to American Music Theatre Festival (Philadelphia, Pa.).

—To construct the Miami City Ballet Center: \$300,000 to Miami City Ballet (Miami Beach, Fla.).

—To replace and construct a performing arts and education center: \$750,000 to Sadler's Wells Theatre (London, England).

—To purchase land and construct a replacement facility: \$600,000 to Saint Joseph Ballet (Santa Ana, Cal.).

Children, youths, and families. To construct a new branch facility: \$500,000 to Akron Metropolitan Y.M.C.A. (Akron, Ohio).

—To renovate and construct facilities at Camp Rokilo: \$250,000 to Boy Scouts of America-Bay Lakes Council (Manasha, Wis.).

—To renovate facilities at the Northwoods Scout Reservation and Camp Kiwanis: \$200,000 to Boy Scouts of America-Chief Okemos Council (Lansing, Mich.).

—To construct a full-service facility: \$400,000 to Cleveland County Family Y.M.C.A. (Shelby, N.C.).

—To renovate and expand its facilities: \$375,000 to Edgewood Children's Center (St. Louis, Mo.).

—To construct an aquatics center and to renovate its main downtown facility: \$200,000 to Greater Holyoke Y.M.C.A. (Holyoke, Mass.).

—To renovate its facilities: \$175,000 to St. David's School for Child Development and Family Services (Minnetonka, Minn.).

Conservation and the environment. To construct a "flower bridge": \$350,000 to Atlanta Botanical Garden (Atlanta, Ga.).

—To construct an educational facility and a guest lodge: \$400,000 to Black Rock Forest Consortium (Cornwall, N.Y.).

—To purchase computer and telecommunications equipment: \$450,000 to Southern Environmental Law Center (Charlottesville, Va.).

Education. To acquire and renovate buildings in order to create the Arts and Science Discovery Center: \$400,000 to Arts and Science Discovery Center at Richmond Academy (Mansfield, Ohio).

—To construct a facility at this school for children with learning disabilities and attention deficit disorder: \$500,000 to the Hill Center (Durham, N.C.).

Health and human services. To renovate its facility: \$100,000 to Foodbank of Southeastern Virginia (Norfolk, Va.).

—To renovate its headquarters building: \$175,000 to Greenwich Association for Retarded Citizens (Greenwich, Conn.).

—To purchase and renovate a building: \$150,000 to League for the Hearing Impaired (Nashville, Tenn.).

—To renovate and expand a building for use as a satellite clinic: \$115,000 to Mt. Baker Planned Parenthood (Bellingham, Wash.).

—To construct a new intensive-care unit

demid center: \$450,000 to Bluffton College (Bluffton, Ohio).

—To renovate and expand the Pickard Theatre and Memorial Hall: \$750,000 to Bowdoin College (Brunswick, Me.).

—To renovate the Beta Building for use as a campus facility: \$400,000 to California College of Arts and Crafts (San Francisco, Cal.).

—To renovate and expand the J. Oliver Buswell Library: \$600,000 to Covenant Theological Seminary (St. Louis, Mo.).

—To purchase a nuclear magnetic-resonance spectrometer: \$341,666 to Florida Atlantic U. (Boca Raton, Fla.).

—To renovate and expand the Arnold Bernhard Library: \$500,000 to Quinnipiac College (Hamden, Conn.).

—To construct a laboratory and observation area as part of the Selu Teaching Conservancy: \$500,000 to Radford U. (Radford, Va.).

—To renovate and expand the Siskiyou Commons Building and to construct an arts building: \$500,000 to Southern Oregon U. (Ashland, Ore.).

—To construct the Forestry and Agricultural Biotechnology Institute: \$130,000 to U. of Pretoria (Pretoria, South Africa).

—To renovate its main facility: \$350,000 to Wisconsin Conservatory of Music (Milwaukee, Wis.).

—To construct and renovate science facilities: \$750,000 to Wofford College (Spartanburg, S.C.).

Museums. To construct the Nature Museum: \$1,500,000 to Chicago Academy of Sciences (Chicago, Ill.).

—To construct a pavilion: \$1,000,000 to Japanese American National Museum (Los Angeles, Cal.).

—To construct the Science City at Union Station: \$900,000 to Kansas City Museum (Kansas City, Mo.).

—For renovations: \$400,000 to Portland Art Museum (Portland, Ore.).

—To renovate and expand its facility: \$450,000 to C. M. Russell Museum (Great Falls, Mont.).

Zoos. To construct the Children's Zoo: \$300,000 to Dallas Zoological Society (Dallas, Tex.).

—To construct the "Arctic Adventure" seal and polar-bear habitat: \$300,000 to Toledo Zoological Society (Toledo, Ohio).

MARIAN AND SPEROS MARTEL FOUNDATION

1001 Fannin, Suite 622
Houston, Tex. 77002

Higher education. For its capital campaign: \$15,000,000 to Rice U. (Houston, Tex.).

BERT W. MARTIN FOUNDATION

2704 Rew Circle, Suite 102
Ocoee, Fla. 34761

Higher education. To renovate the main basketball court and arena in the sports center: \$1,000,000 to Rollins College (Winter Park, Fla.).

GLEN A. TAYLOR FOUNDATION

1725 Roe Crest Drive
North Mankato, Minn. 56003

Higher education. To construct 35,000 square feet of classroom space in the Taylor Center, which includes a welcome center, admissions offices, and an arena: \$1,200,000 to Mankato State U. (Mankato, Minn.).

TIGER FOUNDATION

101 Park Avenue
New York, N.Y. 10178
(212) 984-2565

Children and youths. For the "Teens Helping Each Other" project, to curb HIV transmission, substance abuse, and teen-age pregnancy: \$40,000 to AIDS Prevention Center, Adolescent Educa-

Education. For its academic-enrichment program for boys aged 6 to 18 who are at high risk for delinquency and academic failure: \$90,000 to the Boys' Club (New York, N.Y.).

—For the Eureka! Teen Achievement Program, which provides intensive mathematics and science programs for disadvantaged girls during the summer: \$35,000 to Brooklyn College of Education (Brooklyn, N.Y.).

—To start a tutorial program for 120 students in the Soundview neighborhood of the Bronx who are not performing well in school, and to continue its tutorial program for at-risk youths on Manhattan's Upper West Side: \$75,000 and \$50,000, respectively, to Franciscan Community Center (New York, N.Y.).

—To develop a new program designed to help disadvantaged seventh- and eighth-graders gain admittance to top public and private high schools: \$35,000 to Fund for the City of New York (New York, N.Y.) as fiscal agent for the TEAK Fellowship.

—For its South Brooklyn Community High School, which annually educates 85 "long-term absentee" students from Brooklyn's John Jay and Sarah Hale High Schools: \$100,000 to Good Shepherd Services (New York, N.Y.).

—To provide scholarships to enable inner-city youngsters to attend private elementary schools, and to encourage reform of New York City's public-education system: \$350,000 to School Choice Scholarships Foundation (New York, N.Y.).

Employment and training. For the "Ready, Willing, and Able" program, which combines training with paid work experience for formerly homeless men living at two residences, one in Brooklyn and one in Harlem: \$100,000 to the Doe Fund (New York, N.Y.).

—For "Building South Brooklyn," a program in collaboration with Nontraditional Employment for Women that will train unemployed men and women for jobs in the construction trades: \$50,000 to the Fifth Avenue Committee (New York, N.Y.).

—To train women receiving welfare benefits and other low-income people to obtain a Class C license, which will allow them to drive school buses: \$40,000 to LEAP Inc. (Brooklyn, N.Y.).

—To provide job-readiness training and job-placement and related services to homeless and formerly homeless people: \$50,000 to Project Renewal (New York, N.Y.).

—For an employer-based program to train formerly homeless and other low-income people for jobs in the media and entertainment industries: \$125,000 to Times Square Job Training Corporation (New York, N.Y.).

—For its work to help low-income people and youths obtain marketable job skills and develop a solid work ethic: \$80,000 to Vehicles Inc. (New York, N.Y.).

—For a job-training program for homeless people, a training program for employment in the food industry, and a program to train individuals for jobs in child care: \$75,000 to Women's Housing and Economic Development Corporation (New York, N.Y.).

WALTON FAMILY FOUNDATION

P.O. Box 2030
Bentonville, Ark. 72712
(501) 464-1570

Business education. For endowment and to improve facilities: \$50,000,000 to U. of Arkansas, College of Business Administration (Fayetteville, Ark.).

L. K. WHITTIER FOUNDATION

625 Fair Oaks Avenue, Suite 360
South Pasadena, Cal. 91030
(626) 441-5188

Child health. To create the Virtual Pediatric Intensive Care Unit: \$3,100,000 to Children's Hospital Los Angeles (Los Angeles, Cal.).

GRANTS BY

er-engineering program and to provide training for business executives and managers from Florida, the Caribbean, and Latin America: computer hardware and software and other support valued at \$6,000,000 to U. of Miami (Coral Gables, Fla.).

PHILIP MORRIS COMPANIES

Corporate Contributions
120 Park Avenue
New York, N.Y. 10017
(800) 883-2422

Hunger. To expand its "Community Kitchens" program, which trains unemployed people and welfare recipients in basic culinary skills as they prepare meals for hungry people: \$500,000 to Foodchain (Kansas City, Mo.).

MOTOROLA INC.

Corporate-Giving Program
1303 East Algonquin Road
Schaumburg, Ill. 60196
(847) 576-6200

Higher education. For research in the design of wireless multimedia communications devices: \$600,000 to Northwestern U., Robert R. McCormick School of Engineering and Applied Science (Evanston, Ill.).

STAR BANK, N.A.

425 Walnut Street
Cincinnati, Ohio 45202
(513) 632-4000

Blacks and civil rights. To endow the International Freedom Conductor Award of this museum and educational center, which is scheduled to open in 2003: \$1,000,000 to National Underground Railroad Freedom Center (Cincinnati, Ohio).

STORAGETEK FOUNDATION

2270 South 88th Street
Louisville, Colo. 80028-4310
(303) 673-8876

Community services. For a computer laboratory: \$18,000 to Robert E. Loup Jewish Community Center (Denver, Colo.).

UPS FOUNDATION

55 Glenlake Parkway, N.E.
Atlanta, Ga. 30328
(770) 828-6451

Education. To support and expand the education-reform efforts of its member schools throughout Georgia: \$40,000 to the League of Professional Schools (Athens, Ga.).

OTHER GRANTS

JOHN DICKSON HOME

1775 Pennsylvania Avenue, N.W.
Suite 1000
Washington, D.C. 20006

Human services. For the Spiritual Recovery Program, to construct the Camp Bennett Chapel, and to purchase a van, a tractor, and a freezer: \$67,000 to Central Union Mission (Washington, D.C.).

EPISCOPAL HEALTH CHARITIES

6900 Fannin, Suite 440
Houston, Tex. 77030
(713) 791-3137

Health and human services. For salary support of the lead pediatrician at this center that serves more than 6,000 children from poor families each year: \$66,524 to Fort Bend Family Health Clinic (Richmond, Tex.).

—To expand rehabilitation services, including vocational training for people with mental illnesses: \$50,000 to the Gathering Place (Houston, Tex.).

—To insure the healthy growth and development of infants and young children through emergency assistance, parental counseling, and educational programs: \$22,080 to LIFE/Houston (Houston, Tex.).

cord injuries and paralysis: \$10 to the American Paralysis Foundation (Springfield, N.J.).

PRIDE FOUNDATION

1122 East Pike Street, Suite 1
Seattle, Wash. 98121-3934
(206) 323-3318

World-Wide Web:
<http://www.pridefoundation.org>

Gay men and lesbians. For programs benefit gay men and lesbians, in the areas of AIDS education, art, the arts, recreation, health, and youth and family services: \$70,000 to be divided among 1 profit organizations in Alaska, Montana, and Washington State.

SOCIETY OF MANUFACTURING ENGINEERS EDUCATION FOUNDATION

One S.M.E. Drive, P.O. Box 5
Dearborn, Mich. 48121-0934
(313) 271-1500

World-Wide Web: <http://www.smee.org>

Engineering education. To improve the skills of manufacturing engineering and technology students in four-year colleges, and of work professionals, through the development of educational modules and a \$250,000 to Bradley U. (Peoria, Ill.).

—To develop a curriculum for undergraduate and graduate students in aerospace manufacturing engineering and to develop training and education programs for industry employees: \$250,222 to California State U. (Beach, Cal.).

—To develop a credit-bearing apprenticeship program that will provide comprehensive education and training manufacturing workers and students who are preparing to enter the trades: \$122,240 jointly to Erie Community College, North Campus (Wilmington, N.Y.) and Erie Community College, South Campus (Orchard, N.Y.).

—To develop the Program in Integrated Sustainable Manufacturing, will provide undergraduate engineering and technology students with improved understanding of the business, processing, and environmental demands of modern manufacturing: \$170,450 to Michigan Technological University (Houghton, Mich.).

—To develop "Manufacturing Academic Curriculum," a program that passes course work and team projects drawn from various engineering disciplines: \$199,875 to Polytechnic (Brooklyn, N.Y.).

—To create and implement a curriculum that enables students of diverse national backgrounds to enter a core college program in manufacturing information-systems engineering and employment in that field: \$1 to San Jose State U. (San Jose, Calif.).

—To develop the Tufts Prototyping a non-profit enterprise with a business structure and practices that is equipped and staffed by teams of graduate and graduate student professional engineers: \$182,500 to Tufts U. (Medford, Mass.).

—To develop 10 engineering case studies that focus on the product-realization process within the context of a competitive market: \$279,510 jointly to U. of Southern California (Los Angeles, Cal.) and California State U. at Long Beach (Los Angeles, Cal.).

—To provide release time to all faculty members to revamp curriculum and to promote collaborative partnerships with both industry and other universities and colleges within the state and elsewhere: \$126,000 to Utah State U. (Logan, Utah).

WASHINGTON WOMEN'S FOUNDATION

1325 Fourth Avenue, Suite 12
Seattle, Wash. 98101
(206) 340-1710

Conservation and the environment.

CHICAGO ACADEMY OF SCIENCES

REPORT AND COMMENTS ON FINANCIAL STATEMENTS

FIRST QUARTER ENDED SEPTEMBER 30, 1998

EXECUTIVE SUMMARY - OPERATIONS

For the first quarter ended September 30, 1998, we are doing quite well, as summarized below (dollars in thousands):

	<u>BUDGET</u>	<u>ACTUAL</u>
Operating revenues	\$ 1,010	1,098
Operating expenses	<u>995</u>	<u>878</u>
Net revenues, including investment losses	15	220
Add back unbudgeted net investment losses	<u>--</u>	<u>93</u>
Net revenues from operations excluding investment losses	\$ <u>15</u>	<u>313</u>

Operating revenues are up in education contracts and in museum program grants, but there will be additional spending later this fiscal year to absorb much of these additional revenues. Other revenues are generally on track or slightly ahead of schedule.

Investment losses for the first quarter reflect the stock market decline; If the present trend continues, this will correct itself in the next quarter.

Expenses are at or below planned levels.

EXECUTIVE SUMMARY ALL UNRESTRICTED FINANCIAL ACTIVITY

As summarized below, we are ahead of plan for the first quarter, (dollars in thousands) for net revenues:

	<u>BUDGET</u>	<u>ACTUAL</u>
Operations	\$ 15	220
New museum startup	<87>	<53>
Campaign	<u>1,947</u>	<u>2,394</u>
<u>Total</u>	\$ <u>1,875</u>	<u>2,561</u>

Campaign revenues and CPD bond reimbursements are slightly ahead of plan, each, and expenses are less than planned.

Startup costs are also lower than planned, reflecting the delayed opening of the new museum.

CASH FLOWS

These have been slightly better than planned, and we have not yet used our line of credit to borrow (except for a few days earlier in the summer).

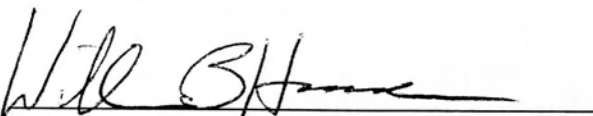
EXPENSES

As mentioned above, these are well within the plan. While such comparisons are not conclusive, the following summary of spending as a percentage of the budget for the year can be viewed in relation to 25% for the first quarter.

(Dollars in Thousands):

<u>DEPARTMENT</u>	<u>TOTAL 1999 BUDGET</u>	<u>SPENT AT SEPT. 30, 1998</u>	
		<u>AMOUNT</u>	<u>PERCENT</u>
Education	\$ 1,260	257	20%
Museum Operations	477	111	23
Exhibits	200	20	10
ICASL	730	143	20
Collections	50	12	24
Applied Research	100	26	26
Facilities	485	104	21
Facility Rentals	60	6	10
Special Events	100	--	--
Development and Marketing	1,090	117	11
Institutional Support	371	43	12
Administration	519	132	25
<u>Total</u>	<u>\$ 5,442</u>	<u>971</u>	<u>18%</u>

A number of departments were scheduled to spend less than 25% of their budgets for the first quarter.



William B. Haase
Vice President of Finance and Administration
October 20, 1998

THE CHICAGO ACADEMY OF SCIENCES

STATEMENT OF UNRESTRICTED FINANCIAL ACTIVITIES

THREE MONTHS ENDED SEPTEMBER 30, 1998

(Dollars in Thousands)

	<u>Month of September</u>		<u>Year to Date</u>	
	<u>Budget</u>	<u>Actual</u>	<u>Budget</u>	<u>Actual</u>
<u>OPERATIONS</u>				
<u>Revenues:</u>				
<u>Public Support</u>				
• Taxes - CPD	\$ 100	100	300	300
• State of Illinois Support	--	--	20	22
• Contributions	50	11	150	180
• Memberships	3	1	9	5
• Applied Research Grants	8	7	20	20
• Museum Program Grants	<u>8</u>	<u>25</u>	<u>20</u>	<u>76</u>
<u>TOTAL</u>	<u>169</u>	<u>144</u>	<u>519</u>	<u>603</u>
<u>Earned Income</u>				
• Education Contracts	100	94	300	415
• ICASL Research Contracts	50	37	170	143
• Special Events Sponsorships	--	--	--	--
• Dividends and Interest	5	7	15	25
• Investment Gains <Losses>	--	--	--	1
• Unrealized Gains <Losses>	--	107	--	<94>
• Other	<u>1</u>	<u>1</u>	<u>6</u>	<u>5</u>
<u>TOTAL</u>	<u>156</u>	<u>246</u>	<u>491</u>	<u>495</u>
<u>TOTAL REVENUES - OPERATIONS</u>	<u>325</u>	<u>390</u>	<u>1,010</u>	<u>1,098</u>
<u>Expenses:</u>				
<u>Program Services</u>				
• Education Programs	100	84	280	257
• Museum Operations	30	30	110	111
• ICASL Research	50	48	170	143
• Collections	4	4	12	12
• Applied Research	8	12	20	26
• Facilities	35	36	105	104
• Special Events	<u>20</u>	<u>--</u>	<u>20</u>	<u>--</u>
<u>TOTAL PROGRAM</u>	<u>247</u>	<u>214</u>	<u>717</u>	<u>653</u>
<u>Management and General Services</u>				
• Development and Marketing	40	28	108	77
• Institutional Support	15	7	45	16
• Administration	<u>45</u>	<u>39</u>	<u>125</u>	<u>132</u>
<u>TOTAL MGT. & GENERAL</u>	<u>100</u>	<u>74</u>	<u>278</u>	<u>225</u>
<u>TOTAL EXPENSES - OPERATIONS</u>	<u>347</u>	<u>288</u>	<u>995</u>	<u>878</u>
<u>NET REVENUES - OPERATIONS</u>	\$ <u><22></u>	<u>102</u>	<u>15</u>	<u>220</u>

THE CHICAGO ACADEMY OF SCIENCES
STATEMENT OF UNRESTRICTED FINANCIAL ACTIVITIES
THREE MONTHS ENDED SEPTEMBER 30, 1998

(Dollars in Thousands)

	<u>Month of September</u>		<u>Year to Date</u>	
	<u>Budget</u>	<u>Actual</u>	<u>Budget</u>	<u>Actual</u>
<u>NEW MUSEUM START-UP</u>				
<u>Revenues:</u>				
State of Illinois Support	\$ --	--	--	--
Memberships	--	--	--	--
<u>TOTAL - START-UP REVENUES</u>	--	--	--	--
<u>Expenses:</u>				
• Exhibits	10	7	30	20
• Museum Operations	5	--	--	--
• Facilities	--	--	--	--
• Facility Rentals	5	4	7	6
• Development	--	--	--	--
• Institutional Support	15	9	45	27
<u>TOTAL - START-UP EXPENSES</u>	35	20	87	53
<u>NET REVENUES - START-UP</u>	\$ <u><35></u>	<u><20></u>	<u><87></u>	<u><53></u>
<u>NEW MUSEUM CAMPAIGN</u>				
<u>Revenues:</u>				
• CPD Bond Fund	400	488	900	1,108
• Capital Campaign	250	<79>	1,150	1,326
• Butterfly Ball	--	--	--	--
<u>TOTAL REVENUES</u>	650	409	2,050	2,434
<u>Expenses:</u>				
• Development and Marketing	71	16	103	40
<u>NET REVENUES - NEW MUSEUM CONSTRUCTION</u>	\$ <u>579</u>	<u>393</u>	<u>1,947</u>	<u>2,394</u>
<u>RECAPITULATION OF UNRESTRICTED NET REVENUES:</u>				
• OPERATIONS	<22>	102	15	220
• NEW MUSEUM START-UP	<35>	<20>	<87>	<53>
• NEW MUSEUM CAMPAIGN	579	393	1,947	2,394
<u>TOTAL NET REVENUES</u>	\$ <u>522</u>	<u>475</u>	<u>1,875</u>	<u>2,561</u>

THE CHICAGO ACADEMY OF SCIENCES
STATEMENT OF CHANGES IN NET ASSETS
THREE MONTHS ENDED SEPTEMBER 30, 1998

(Dollars in Thousands)

	<u>Unrestricted</u>	<u>Temporarily Restricted</u>	<u>Permanently Restricted</u>	<u>Combined Totals</u>
<u>REVENUES:</u>				
<u>OPERATIONS - PUBLIC SUPPORT:</u>				
• Taxes - CPD	\$ 300			300
• State of Illinois	22			22
• Contributions	180			180
• Memberships	5			5
• Applied Research Grants	20			20
• Museum Program Grants	76			76
<u>TOTAL</u>	<u>603</u>			<u>603</u>
<u>OPERATIONS - EARNED INCOME:</u>				
• Education Contracts	306			306
• ICASL Research Contracts	143			143
• Special Events Sponsorships	--			--
• Dividends and Interest	25			25
• Investment Gains <Losses>	1			1
• Unrealized Gains <Losses>	<94>			<94>
• Other	5			5
• Net Assets Released From Restrictions	109	<109>		--
<u>TOTAL</u>	<u>495</u>	<u><109></u>		<u>386</u>
<u>NEW MUSEUM START-UP</u>				
• State of Illinois	--			--
• Memberships	--			--
<u>TOTAL</u>	<u>--</u>	<u>--</u>		<u>--</u>
<u>NEW MUSEUM CAMPAIGN</u>				
• CPD Bond Fund	1,108			1,108
• Capital Campaign	1,326			1,326
• Butterfly Ball	--	--		--
<u>TOTAL</u>	<u>2,434</u>	<u>--</u>		<u>2,434</u>
<u>TOTAL REVENUES</u>	<u>3,532</u>	<u><109></u>		<u>3,423</u>
<u>TOTAL EXPENSES</u>	<u>971</u>			<u>971</u>
<u>NET CHANGE IN NET ASSETS</u>	<u>2,561</u>	<u><109></u>		<u>2,452</u>
<u>NET ASSETS AT BEGINNING OF PERIOD</u>	<u>15,392</u>	<u>130</u>	<u>640</u>	<u>16,162</u>
<u>NET ASSETS AT END OF PERIOD</u>	<u>\$ 17,953</u>	<u>21</u>	<u>640</u>	<u>18,614</u>

THE CHICAGO ACADEMY OF SCIENCES
STATEMENT OF FINANCIAL CONDITION
SEPTEMBER 30, 1998 AND AUGUST 31, 1998

(Dollars in Thousands)

	<u>SEPTEMBER, 1998</u>	<u>AUGUST, 1998</u>
<u>ASSETS:</u>		
CASH	\$ 941	\$ 445
<u>ASSETS ON DEPOSIT WITH TRUSTEE:</u>		
CONSTRUCTION FUND	3,867	4,910
CAPITALIZED INTEREST FUND	422	465
<u>ACCOUNTS RECEIVABLE:</u>		
TAXES - CHICAGO PARK DISTRICT	842	742
REIMBURSEMENTS - CHICAGO PARK DISTRICT	1,108	908
ICASL CONTRACTS	38	105
EDUCATION GRANTS, CONTRACTS AND OTHERS	310	263
PLEDGES, NET OF DISCOUNTS, ETC.	7,219	7,313
ENDOWMENT PLEDGES, NET OF DISCOUNT	640	640
<u>TOTAL ACCOUNTS RECEIVABLE</u>	<u>10,157</u>	<u>9,971</u>
INVESTMENTS AT FAIR MARKET VALUE	2,255	2,142
GIFT SHOP INVENTORY	--	--
PREPAID EXPENSES	867	828
<u>CAPITALIZED COSTS OF PROPERTY AND EQUIPMENT, NET OF ACCUMULATED DEPRECIATION AND AMORTIZATION:</u>		
BUILDINGS AND LAND	1,785	1,789
EQUIPMENT AND FURNITURE	183	186
NEW MUSEUM - COST IN PROCESS	13,058	13,016
<u>TOTAL PROPERTY AND EQUIPMENT</u>	<u>15,026</u>	<u>14,991</u>
<u>TOTAL ASSETS</u>	\$ <u>33,535</u>	\$ <u>33,752</u>
<u>LIABILITIES AND NET ASSETS:</u>		
<u>LIABILITIES:</u>		
NOTES PAYABLE - LINE OF CREDIT	\$ --	\$ --
BONDS PAYABLE	14,735	14,735
ACCOUNTS PAYABLE AND ACCRUED LIABILITIES	159	842
DEFERRED COMPENSATION	27	29
<u>TOTAL LIABILITIES</u>	<u>14,921</u>	<u>15,606</u>
<u>NET ASSETS:</u>		
UNRESTRICTED	17,953	17,478
TEMPORARILY RESTRICTED	21	28
PERMANENTLY RESTRICTED	640	640
<u>TOTAL NET ASSETS</u>	<u>18,614</u>	<u>18,146</u>
<u>TOTAL LIABILITIES AND NET ASSETS</u>	\$ <u>33,535</u>	\$ <u>33,752</u>

THE CHICAGO ACADEMY OF SCIENCES

CAPITAL PROJECT - STATUS REPORT

SUMMARY OF ACTUAL AND PROJECTED EXPENDITURES

AS OF SEPTEMBER 30, 1998

(Dollars in millions)

<u>ITEM</u>	<u>PROJECTED TOTAL</u>	<u>INCURRED TO 9/30/98</u>	<u>ADDITIONAL TO BE INCURRED</u>
<u>BUILDING:</u>			
Construction	\$ 13.0	9.5	3.5
Professional Fees	1.2	1.0	0.2
Environmental	<u>0.1</u>	<u>0.1</u>	<u>.0</u>
	<u>14.3</u>	<u>10.6</u>	<u>3.7</u>
<u>EXHIBITS:</u>			
Master Plan	0.2	0.2	.0
Lee Skolnick etal	1.2	1.0	0.2
Fabrication	6.4	0.8	5.6
Internal Personnel	<u>0.2</u>	<u>0.2</u>	<u>.0</u>
	<u>8.0</u>	<u>2.2</u>	<u>5.8</u>
<u>FURNITURE & FITTINGS:</u>			
	<u>.8</u>	<u>.0</u>	<u>0.8</u>
<u>SUBTOTAL</u>	<u>23.1</u>	<u>12.8</u>	<u>10.3</u>
<u>ENDOWMENT:</u>			
	1.0	0.7	0.3
<u>CAMPAIGN EXPENSES:</u>			
Kemper Lesnick	1.2	0.6	0.6
Alford Group	0.7	0.7	0.0
Other & Temp. Exhibit	0.6	0.0	0.6
Fund Raising Program	<u>0.5</u>	<u>.0</u>	<u>0.5</u>
<u>Total</u>	<u>3.0</u>	<u>1.3</u>	<u>1.7</u>
<u>CONTINGENCY:</u>			
	<u>0.3</u>	<u>.0</u>	<u>0.3</u>
<u>TOTAL PROJECT COST:</u>	\$ <u>27.4</u>	<u>14.8</u>	<u>12.6</u>
<u>ADDITIONAL CAMPAIGN NEEDS:</u>			
3 Yrs Annual Operating Contributions (1998/99/2000)	2.0	0.6	1.4
5 Yrs Bond Principal Repayments	<u>2.4</u>	<u>0.3</u>	<u>2.1</u>
<u>TOTAL CAMPAIGN TARGET</u>	\$ <u>31.8</u>	<u>15.7</u>	<u>16.1</u>

WBH
10/20/98

PORTFOLIO APPRAISAL
Chicago Academy of Sciences
145-17402
As of September 30, 1998

Quantity	Security	Unit Cost	Total Cost	Price	Market Value	Pct. Assets	Annual Income	Yield
Cash and Equivalents								
U.S. Cash and Equivalents								
SHORT TERM INVESTMENTS								
			596,833.96		596,833.96	26.4	27,156	4.5
			596,833.96		596,833.96	26.4	27,156	4.5
			596,833.96		596,833.96	26.4	27,156	4.5
Cash and Equivalents								
Fixed Income								
Government & Agency								
200,000	UNITED STATES TREAS NTS 7.875% Due 08-15-01	105.37	210,745.32	109.25	218,500.00	9.7	15,750	4.4
100,000	UNITED STATES TREAS NTS 6.625% Due 03-31-02	102.56	102,562.50	107.19	107,187.50	4.7	6,625	4.4
100,000	UNITED STATES TREAS NTS 6.250% Due 02-15-03	103.20	103,203.13	107.50	107,500.00	4.8	6,250	4.3
150,000	UNITED STATES TREAS NTS 7.250% Due 05-15-04	103.19	154,784.38	114.19	171,281.25	7.6	10,875	4.4
			571,295.33		604,468.75	26.7	39,500	4.4
			571,295.33		604,468.75	26.7	39,500	4.4
Fixed Income								
Equities								
U.S. Common Stock								
Financials								
1,500	CONCORD EFS INC COM	4.17	6,259.26	25.81	38,718.75	1.7	0	0.0
1,400	FEDERAL HOME LN MTG CP COM	21.03	29,442.00	49.63	69,475.00	3.1	672	1.0
900	HOUSEHOLD INTL INC COM	15.32	13,783.50	37.50	33,750.00	1.5	540	1.6
1,350	MBNA CORP COM	9.79	13,215.97	28.63	38,643.75	1.7	324	0.8
500	STATE STR CORP COM	14.69	7,343.75	54.56	27,281.25	1.2	260	0.9
			70,044.48		207,868.75	9.2	1,796	0.9
Consumer Staples								
800	CARDINAL HEALTH INC COM	22.51	18,008.51	103.25	82,600.10	3.7	120	0.1
			18,008.51		82,600.10	3.7	120	0.1
Consumer Cyclical								
900	ACXIOM CORP COM	17.50	15,749.55	24.81	22,331.25	1.0	0	0.0

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Quantity	Security	Unit Cost	Total Cost	Price	Market Value	Pct. Assets	Annual Income	Yield
400	BORDERS GROUP INC COM	34.37	13,748.00	22.25	8,900.00	0.4	0	0.0
400	CATALINA MARKETING CP COM	24.53	9,810.40	47.00	18,800.00	0.8	0	0.0
900	CINTAS CORP COM	17.56	15,806.14	50.13	45,112.50	2.0	162	0.4
1,400	HOME DEPOT INC COM	15.62	21,872.67	39.50	55,300.00	2.4	168	0.3
1,200	IMS HEALTH INC	31.65	37,982.33	61.94	74,325.00	3.3	144	0.2
1,000	NFO WORLDWIDE INC COM	21.52	21,519.22	9.94	9,937.50	0.4	0	0.0
1	NIELSEN MEDIA RESEARCH INC	7.32	7.33	10.25	10.26	0.0	0	1.2
1,300	OFFICE DEPOT INC COM	22.20	28,859.26	22.75	29,575.00	1.3	0	0.0
1,950	STAPLES INC COM	6.00	11,700.00	29.38	57,281.25	2.5	0	0.0
			177,054.90		321,572.76	14.2	474	0.1
Health Care								
400	ELAN PLC ADR	17.59	7,036.00	72.06	28,825.00	1.3	0	0.0
1,700	HEALTHSOUTH CORP COM	10.14	17,237.57	10.50	17,850.00	0.8	0	0.0
1,000	MEDTRONIC INC COM	32.78	32,784.00	58.00	58,000.00	2.6	260	0.5
			57,057.57		104,675.00	4.6	260	0.2
Communication Services								
1,000	AIRTOUCH COMMUNICATION COM	23.93	23,930.00	57.00	57,000.00	2.5	0	0.0
			23,930.00		57,000.00	2.5	0	0.0
Technology								
400	AMERICAN MGMT SYS INC COM	21.47	8,587.56	27.38	10,950.00	0.5	0	0.0
700	AUTOMATIC DATA PROCESS COM	28.62	20,035.75	74.75	52,325.00	2.3	371	0.7
700	BISYS GROUP INC COM	19.50	13,650.00	44.13	30,887.50	1.4	0	0.0
1,700	FIRST DATA CORP COM	25.95	44,108.50	23.50	39,950.00	1.8	136	0.3
300	LINEAR TECHNOLOGY CORP COM	31.13	9,337.50	50.00	15,000.00	0.7	84	0.6
700	SHARED MED SYS CORP COM	38.66	27,061.85	53.19	37,231.25	1.6	588	1.6
200	TEXAS INSTRS INC COM	66.08	13,215.38	53.00	10,600.00	0.5	68	0.6
			135,996.54		196,943.75	8.7	1,247	0.6
Capital Goods								
1,875	MOLEX INC CL A	20.48	38,400.00	27.13	50,859.38	2.2	112	0.2
600	MSC INDL DIRECT INC CL A	20.07	12,045.00	20.00	12,000.00	0.5	0	0.0
			50,445.00		62,859.38	2.8	112	0.2
Transportation								
450	ROYAL CARIBBEAN CRUISE COM	26.96	12,131.19	26.56	11,953.13	0.5	162	1.4
400	USFREIGHTWAYS CORP COM	20.45	8,179.89	19.88	7,950.00	0.4	149	1.9

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Quantity	Security	Unit Cost	Total Cost	Price	Market Value	Pct. Assets	Annual Income	Yield
			<u>20,311.08</u>		<u>19,903.13</u>	<u>0.9</u>	<u>311</u>	<u>1.6</u>
			<u>552,848.08</u>		<u>1,053,422.87</u>	<u>46.6</u>	<u>4,321</u>	<u>0.4</u>
Equities			<u>552,848.08</u>		<u>1,053,422.87</u>	<u>46.6</u>	<u>4,321</u>	<u>0.4</u>
SECURITIES			<u>1,720,977.37</u>		<u>2,254,725.58</u>	<u>99.7</u>	<u>70,977</u>	<u>2.6</u>
Accrued Income			<u>7,589.04</u>		<u>7,589.04</u>	<u>0.3</u>		
TOTAL PORTFOLIO			<u>1,728,566.41</u>		<u>2,262,314.62</u>	<u>100.0</u>	<u>70,977</u>	<u>2.6</u>